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23RD year

BALTIMORE—
the city of white marble steps...

Baltimore's rows and rows of white marble steps make it different from every other city in the United States.

It's different as a market, too! Because

IT'S HIGHLY CONCENTRATED!

Baltimore's 1⅛ million people all live right inside the city—or in the heavily populated parts of the surrounding counties. You can reach them all—375,000 radio families—by buying W-I-T-H! Because

NIELSEN PROVES W-I-T-H'S SUPERIORITY!

W-I-T-H leads every other radio and television station—regardless of power or network affiliation—in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

MARTHA CRANE

Martha Crane came to WLS "fresh" from Mt. Pleasant, Iowa, via Iowa Wesleyan and the Northwestern University School of Journalism, after a journalistic tour of Europe.

From that time on she's been the "homemakers broadcaster" on WLS. By far the oldest continuous homemaker program feature on any Chicago station, today Martha Crane's broadcasts enjoy greater response than ever before.

During her years with WLS, Martha has established her own home and raised her own family. She has encountered all the problems and lived the same life as have the women who listen to her daily. And she has applied the same practical advice and philosophy to her program that she has to her own successful career as a homemaker.

Is it surprising that she has developed a loyal, believing following of women throughout the vast WLS coverage area? Is it surprising that the resulting listener loyalty, built and nurtured over many years, is reflected in the increasing sales results of advertisers who participate in her program?

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY

Since **1922**

WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

M E E K E R

New York — Chicago
Los Angeles — San Francisco

closed circuit.

MAYBE it was try for size, or maybe it was serious bid, but small group of NBC Radio affiliates, at June 28 meeting in New York [B•T, July 5], proposed that NBC consider proposition to sell radio network to affiliates. Response from "top brass" of RCA-NBC was that proposition could not be entertained at this time.

★ ★ ★

WITH PASSING of another week of non-action on FCC chairmanship, more speculation developed concerning creation of "vacancy" to permit appointment of outsider as chairman. This centered around possible shift of Comr. Robert E. Lee to U. S. Controller Generalship, post now being contested for by Mark Trice, Senate Secretary, and Rep. Sterling Cole (R-N. Y.). Mr. Lee is well qualified by virtue of accounting and Congressional appropriations committee background, but is happy on FCC. If this should eventuate, however, it's again presumed that new FCC chairman would be George C. McConnaughey of Ohio, chairman of Renegotiation Board, disciple of Sen. Bricker (R-Ohio) and former chairman of Ohio Public Service Commission.

★ ★ ★

DESPITE SLIGHT dip this summer in national spot, both radio and tv, station representatives foresee biggest fall ever for both media. And biggest windfall should be from cigarette manufacturers, who are hard-put to buck lung cancer scare and trend toward pipes and cigars.

★ ★ ★

JUSTICE DEPT. in eleventh-hour attempt to get anti-gambling bill (S 3542) through Congress has reworked Bricker bill via conferences with Budget Bureau and FCC. Reportedly amendments would delete current measure's limitation on number of horse or dog racing broadcasts per day; do away with one hour time lag on broadcast. New proposal also places broadcasting of racing information on par with newspapers, which in current bill has been touchy point with radio-tv industry (see story page 56). Justice's latest version, presumably to be introduced on Senate floor, permits broadcasts of such information providing they are intended for use as news reports.

★ ★ ★

AMERICAN FARM Bureau Federation and National Grange, two of largest farm organizations, are strongly opposing any move to cut down coverage of tv stations either through single market plan or directional antennas. They've notified farm blocs in Congress that such modifications would degrade tv service to rural areas and deprive farmers of service. Same groups, plus others, have been in forefront of clear channel fight over years in opposition to breakdowns.

★ ★ ★

CBS Television has notified new ch. 13 group in Houston (Houston Consolidated Television Co.) that it will continue its affiliation with KGUL-TV Galveston, ch. 11 outlet, as its Houston area affiliate. Ch. 13 group, headed by John T. Jones, president of *Houston Chronicle,* presumably will affiliate with ABC-TV and DuMont. KTRH-AM, owned by *Chronicle,* is CBS Radio affiliate.

★ ★ ★

NAME change for BAB is in works, subject to board and membership approval in November. On decision of BAB executive committee last week, subject to approvals, name will switch on Jan. 1 "or at the most propitious moment" to Radio Advertising Bureau.

D'ARCY Adv. Co. past week was in throes of organizing "autonomous" Chicago office, to be devoted "almost exclusively" to newly-won Standard Oil (of Indiana) account. James B. Wilson, heretofore St. Louis vice president, will head up Chicago operation and Standard account, and R. P. Dunnell, out of New York, will be radio-tv director. D'Arcy will maintain 20 to 25 staffers in midwest branch.

★ ★ ★

THREE NEW members to CBS Radio Affiliates Board elected for three year terms last week, according to certified report submitted to Chairman Kenyon Brown, KWFT Wichita Falls, Tex., by CPA William E. Griess of Cincinnati. Wilton E. Hall, WAIM Anderson, S. C., elected for District 4 succeeding Charles H. Crutchfield, WBT Charlotte; Charles C. Caley, WMBD Peoria, Ill., District 6, succeeding Hulbert Taft Jr., WKRC Cincinnati; F. C. Sowell, WLAC Nashville, District 9, succeeding H. W. Summerville, WWL New Orleans. Six hold-over plus three new members of board will meet prior to Aug. 24 to name three directors-at-large. Incumbents, who can succeed themselves, are George B. Storer, John F. Patt and John E. Fetzer.

★ ★ ★

POLAROID CORP., Cambridge, Mass., television spot advertiser, currently handled by BBDO, New York, expected to name Doyle Dane Bernbach, New York, to handle its advertising.

★ ★ ★

THOUGH final decision yet unreached, Joseph E. Baudino, vice president and general manager of Westinghouse Broadcasting Co., is good bet to be invited to succeed Charles C. Caley, WMBD Peoria, as chairman of board of BAB, effective in January.

the week in brief

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The bigger the better

When you're spreading spot radio for national coverage, you're smart to use the biggest units you can get. You want stations like WJR—which gives you the best possible radio coverage of a market of 15 million people, some 10% of the nation's buying power. That kind of mass means real economy. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

at deadline

New 19-In. Tube Spurs CBS Stock to Record High

CBS "A" and "B" stocks spurted to 1954 record closing highs of 67½ and 67¼ respectively Friday on New York Stock Exchange following announcement on Wednesday of CBS-Hytron's demonstration of "205" 19-inch color tube (story on page 76). CBS "A" and "B" stocks had jumped to 65¾ and 64½ respectively Thursday from 60⅝ and 60¼ Tuesday before announcement of new color tube.

Color developments included announcement by Motorola Inc., Chicago, that it will be first manufacturer to offer receiver with CBS-Hytron tube to distributors. It plans 60-90 day jump on competition, says first samples will be on way in 10 days, expects 1,000 receivers ready for sale by Labor Day.

Motorola large-screen sets will sell at $895 for consolette, $995 for others. Paul V. Galvin, company president, unveiled sets at annual convention of distributors and salesmen in Chicago. He said models are first to be offered under $1,000, predicted firm would sell 25,000 sets this fall.

Also displayed at meet were 17 new black-and-white models, with price reductions up to $50.

Tv Sales Bureau Group To Hold Meeting Aug. 5

FIRST meeting of committee named to draw up plans for all-industry tv sales promotion bureau will be held Aug. 5 at Mayflower Hotel, Washington. Committee is to merge work done by NARTB and Television Advertising Bureau (TvAB), which combined their sales projects at Washington meeting held June 30 [B•T, July 5].

Committee is to report by mid-August with formal plan for operation of independent sales promotion bureau (see TvAB story page 38). Its members are Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Kenneth Carter, WAAM (TV) Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman; Merle S. Jones, CBS; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Richard A. Moore, KTTV (TV) Los Angeles; Roger W. Clipp, WFIL-TV Philadelphia; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Henry W. Slavick, WMCT (TV) Memphis; George B. Storer Jr., Storer Broadcasting Co.

With speed as watchword, joint committee will have benefit of 18-month study by NARTB along with material prepared by TvAB prior to recent merger agreement. All-industry aspect of sales promotion project will be emphasized; tv networks are represented on committee besides participating in sales promotion functions once new bureau is in operation.

With TvAB discontinuing its New York temporary office in New Weston Hotel, present operations of new project are using facilities provided by NARTB. Association is expected to continue lending staff and financial aid on temporary basis until formal organization is set up and funds are available.

FLEXIBILITY PLUS

TO KEEP tv flexible for local advertisers who need frequent changes in commercial copy and who don't want to have films or slides specially made for each change, WBNS-TV Columbus, Ohio, today (Mon.) starts all-day live chainbreak schedule, with studio, cameras and crew ready to put on live commercials from 7 a.m. to sign-off.

Tad Reeves, program director, announced innovation Friday in New York. He also said that station's library of some 500 slides for commercial and station program promotion, now syndicated to 10 other stations, will be distributed by Sterling Television Co., starting immediately.

Bold Radio Advertiser Can Reap Reward—Treyz

RICH harvest of sales awaits first large advertiser who has courage to enter night radio "with buckets instead of teaspoons," Oliver Treyz, ABC Radio Network director, told advertising and agency executives in San Francisco and Hollywood last week.

Present trend toward minute spots in night radio, instead of large block purchases of past, "mystified" him, he told listeners. Citing recent Politz study, he stated that night radio still has largest listening audience of any of 24 hours of day.

Dispersal of radio in all rooms of house, on roads, in resorts has made it "most ubiquitous advertising medium in the U. S.," he declared.

Program Honors Mrs. Firestone

IN MEMORIAL tribute to widow of Harvey S. Firestone Sr., Mrs. Idabelle Firestone, 79, who died last Wednesday, ABC's simulcast today (Mon.) of *Voice of Firestone* (8:30-9 p.m. EDT) will feature six of Mrs. Firestone's own compositions as well as four of her favorite numbers. Rise Stevens, one of Mrs. Firestone's favorite singers, will be soloist on simulcast.

WNAM-TV Signs with ABC-TV

ADDITION of WNAM-TV Appleton, Wis. (uhf ch. 42), as affiliate of ABC-TV, effective last Tuesday, announced Friday by Alfred R. Beckman, ABC's national director of stations relations departments. WNAM-TV is owned and operated by Neenah-Menasha Broadcasting Co. with Don C. Wirth as general manager.

Another for Murrow

EDWARD R. MURROW, CBS commentator, named by Freedom House as winner of annual Freedom Award to be presented Oct. 3. Mr. Murrow was cited for his "contributions in television and radio activities, particularly the *See It Now* series addressed to the basic problems of freedom."

• BUSINESS BRIEFLY

TWO NEW TO C & P • Cecil & Presbrey, N. Y., which loses Block Drug account and tv billing temporarily on Electric Auto-Lite when that company drops *Suspense* [B•T, July 5] as result of network eviction notice, is expected to get two new clients, one of which will be heavy television advertiser.

COLGATE ON DAYTIME TV • Colgate Palmolive Co., Jersey City, N. J., last Friday was close to signing for part sponsorship of two daytime tv shows on NBC-TV to start in fall. Colgate probably will sponsor 12:30-45 portion of 12:30-1 p.m. series, show as yet unrevealed, and part of or all of 4:45-5 p.m. soap opera strip.

GROVE CAMPAIGN • Grove Labs., St. Louis, preparing annual radio-television spot announcement campaign, starting on varied dates, Oct. 4 and Oct. 11, with length of contract running from 20 to 22 weeks, in large number of markets. Harry B. Cohen, N. Y., is agency.

WINSTON BUDGET UP • R. J. Reynolds (Winston cigarettes), Winston-Salem, N. C., expanding television spot campaign in South and Southwest starting immediately. William Esty Co., N. Y., is agency.

PIERCE'S PLANNING • Pierce's Proprietor, Buffalo, N. Y. (Dr. Pierce's products), through Kastor, Farrell, Chesley & Clifford, planning to launch radio spot announcement drive Sept. 27 for 13 weeks on more than 100 stations, similar to campaign placed last year.

CROSLEY TV-SHOPPING • Crosley (tv sets) has asked its agency, BBDO, N. Y., to recommend nine-month advertising campaign to start in September. Principal part of ad budget will be allocated to television. Agency currently is deciding whether to place it in spot, network, or film show on regional basis. Mid-August is deadline for final decisions.

RADIO FOR PINKHAM • Lydia Pinkham Co., Lynn, Mass., preparing 16-week radio spot announcement campaign in number of markets starting about Sept. 15. Harry B. Cohen, N. Y., is agency.

WHEATENA BUYS NEWS • Wheatena Corp., Rahway, N. J., planning to sponsor five-minute early news programs, starting Sept. 7 in 25 radio markets. Agency is Brisacher, Wheeler & Staff, N. Y.

PHILLIPS RENEWS • Lambert & Feasley, N. Y., for Phillips Petroleum, has renewed Ziv Tv series, *I Led Three Lives*, for fall in 23 markets.

ANAHIST SCHEDULE • Anahist Co., Yonkers, N. Y., for Super Anahist, beginning to prepare fall radio-tv schedule to start in number of markets about Sept. 20. Ted Bates, N. Y., is agency.

CANDY ON ABC • Rockwood Candy, Brooklyn, N. Y., expected to sign contract to sponsor portion of *Breakfast Club* on ABC Radio, starting in August. Paris & Peart, N. Y., is agency.

these trees grow in Cleveland

. . . along with an incredible catalog of other industrial products as small (but vital) as nuts and bolts . . . as big (and complex) as giant turret lathes. They are only part of the 5 billion dollars worth of manufactured goods turned out in 1953 by some 3,000 plants in the Greater Cleveland area.

Like these "tree-form" columns—destined to serve in the rigid framework of some modern factory half a continent away—Cleveland products roll out in a golden stream to consumers around the world. The result: last year busy Clevelanders amassed a buying power of over 3 billion . . . an average of about $6,750 per family—*fourth largest* of all U. S. metropolitan areas and about *25% higher than the national average!*

People with money like to spend money. Small wonder that 1953 retail sales in Greater Cleveland ranked ninth in the U. S. And WXEL—the *one* TV station geared directly to Cleveland's thoughts and tastes—helped make a lot of them for an illustrious group of advertisers. They've found that the persuasive power of WXEL . . . product of this station's close identification with Cleveland interests . . . puts stronger teeth in their selling messages. And so will you.

Ask the KATZ agency for details.

WXEL

Cleveland

Channel 8

at deadline

More Oppose Skywave Plan; WLAC Wants Special Study

AD HOC committee to study daytime skywave problem and submit recommendations is suggested in brief filed with FCC by WLAC Nashville previewing station's position at oral argument before Commission Thursday on FCC daytime skywave proposals (early story page 42). WLAC said *ad hoc* group worked in tv, can do as well for radio.

FCC daytime skywave report, recognizing interference at sunrise and sunset hours, proposes greater protection to Class I clear channel outlets from secondary station operation.

Other briefs reported by FCC Friday to have been filed indicated general opposition to Commission plan. KWBU Corpus Christi, Tex., said FCC report lacks adequate evidence for decision proposed, held it is too closely tied up with older clear channel proceeding from which daytime skywave case had been severed for separate ruling.

WWEZ New Orleans submitted engineering study and alternate plan by consulting engineer A. Earl Cullum Jr. while joint opposition was submitted by KNUJ, KRMO, KMDO, KLRS, KWGB, WMUU, WAFC, WHJC, WNAW and WAVL. Petition by KFUO Clayton, Mo., supported earlier opposition of limited time station group. KSL Salt Lake City cited greater interference that would occur during transition hours under FCC plan.

KLRA Little Rock, Ark., attacked FCC plan as piecemeal approach and involving illegal procedures. Both WOSA Columbus, Ohio, and WDGY Minneapolis charged proposal is "premature" and should not be considered in advance of clear channel case. WVOK and WBAM Birmingham noted FCC report acknowledged Class II stations also suffer from daytime skywave interference but protested Commission failure to afford Class II stations "the same sort of protection" it would give Class I outlets.

KFAB Omaha, Neb., said it had no objection to proposed plan "if it be assured that the rules would not be made applicable to existing stations." WNYC New York had partial objection to report, citing proposal would cause city-owned station to lose valuable part of its "licensed broadcast time" during which numerous public service shows are aired.

Chattanooga Initial Decision Favors Mountain City Bid

INITIAL DECISION proposing to grant ch. 3 at Chattanooga, Tenn., to Mountain City Television Inc., identified in common ownership with WAPO there, was issued Friday by FCC Hearing Examiner J. D. Bond. Competitive application of WDOD would be denied.

Examiner favored WAPO on basis of its greater diligence in planning and developing tv program proposals. Decision also noted WDOD failed to fulfill program promises made in its 1948 radio license renewal bid, hence could give less credibility to its tv plans.

ACLU Request Denied

INFORMAL request of American Civil Liberties Union that FCC hold public hearing to clarify and restate responsibilities of radio-tv licensees and "rights" of individuals involved in controversial programs was turned down by Commission Friday. FCC letter explained long series of decisions, as well as earlier hearing on editorializing by broadcast licensees, amply defined rules "and are believed to be well known to broadcast licensees."

WRAY-TV Slates Suspension

WRAY-TV Princeton, Ind., operating on ch. 52, advised FCC Friday of intention to go off air Wednesday until Sept. 11 for financial reorganization.

WVCH Power Boost Approved

WVCH Chester, Pa., awarded proposed boost in power from 250 w to 1 kw, operating daytime on 740 kc, in initial decision reported by FCC Friday. Only minor increase in interference to WBMD Baltimore involved, ruling said.

McCaw Buys KMO-TV From Haymonds for $300,000

PURCHASE of ch. 13 KMO-TV Tacoma, Wash., by J. Elroy McCaw from Carl E. and Carl D. Haymond for $300,000 announced Friday. Sale, subject to FCC approval, was arranged by Blackburn-Hamilton. Station began operating August 1953, is NBC affiliate. Messrs. Haymond retain KMO, also own KIT Yakima, Wash. Mr. McCaw, recent 20% owner of KLZ-AM-FM-TV Denver which was sold to Time Inc. last month [B•T, June 28], also has 25% interest in KONA (TV) Honolulu, owns KORC Mineral Wells, Tex., and has varying stockholdings in WINS New York, KYA San Francisco, and KYAK Yakima, KELA Centralia and KALE Richland, all Washington.

Kluge, Assocs. Buy WPGH

SALE of WPGH Pittsburgh to John Kluge and associates for estimated $50,000 announced Friday. Deal involves purchase of all stock of Pittsburgh Broadcasting Co., licensee of 1 kw daytimer on 1080 kc. Mr. Kluge and associates own WGAY Silver Spring, Md.; WLOF Orlando, Fla.; KXLW St. Louis, and WKDA Nashville, Tenn. Blackburn-Hamilton handled transaction.

Streibert Goes to Europe

THEODORE C. STREIBERT, director, U. S. Information Agency, and Mrs. Streibert left New York Friday for London. Mr. Streibert will make one-month review of USIA's European operations. Itinerary includes London, Paris, Amsterdam, Brussels, Bonn, Berlin, Munich, Vienna, Zurich.

Scripters, Producers Break

SCRIPT Supervisors Guild expected to sever contract with Alliance of Television Producers, Hollywood, today (Mon.), after breakdown in negotiations for new wage scale. Producers offered major studio rate ($160.13 weekly); SSG wanted hourly basis [B•T, June 28].

UPCOMING

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

For other Upcomings see page 116.

PEOPLE

GEORGE STANTON, previously Midwest tv sales manager, Free & Peters Inc., station representatives, to Dancer-Fitzgerald-Sample, Chicago, as media manager. He succeeds **JOSEPH SAMPLE,** resigned.

HERB JAFFE, director of sales of Official Films, N. Y., elected vice president and member of board.

ANNE NELSON, associate director of business affairs, network programs, CBS Radio Hollywood, appointed director of department, succeeding **KENNETH CRAIG. SHERMAN J. McQUEEN,** recently commercial program supervisor for Don Lee Network, named assistant director of business affairs.

REGINALD A. BREWER, head of New York office, MacManus, John & Adams, resigned effective Friday. He had been with agency since 1923.

ROBERT CLARK appointed tv art director at Campbell-Mithun Inc., Chicago.

C. PETER FRANTZ appointed plans chief at Waldie & Briggs agency, Chicago.

CLARA M. IEHL, chief of FCC Broadcast Bureau License Division, celebrated her 25th anniversary with FCC and its predecessor Federal Radio Commission yesterday (Sunday).

NARTB Completes Schedule Of District Meeting Sites

COMPLETE district meeting schedule announced Friday by NARTB Washington headquarters. Sites for three meetings were selected, supplementing preliminary schedule (see UPCOMING, page 116). Three sites announced Friday include: Dist. 4 (D. C., N. C., S. C., Va.), Sept. 20-21, Cavalier Hotel, Virginia Beach, Va.; Dist. 8 (Ind., Mich.), Oct. 4-5, Sheraton-Cadillac, Detroit; Dist. 9 (Ill., Wis.), Oct. 11-12, Lake Lawn Hotel, Lake Delavan, Wis.

5-Day Week for KTHE (TV)?

CURTAILED OPERATION and staff cut at educational KTHE (TV) Los Angeles seen certain to come out of current informal meetings underway between U. of Southern California executives and educational, community groups. Station operated on 7-day, 3-hour schedule before resignation last month of benefactor, Hancock Foundation head Capt. Allan Hancock [B•T, June 14]. Prospect now is that operation won't be cut below 5-day, 2-hour schedule. New Foundation director, Dr. A. S. Raubenheimer, has no tv background.

CFCM-TV Joins CBS-TV

CFCM-TV Quebec City, Que., has joined CBS-TV as secondary inter-connected affiliate. Ch. 4 station is independently owned, but is represented by CBC.

Chicago Nears Tv Saturation

NEARLY eight of every 10 homes among estimated 1,820,000 in Chicago tv area will be equipped with tv receivers by year's end, according to survey announced Friday by Westinghouse Electric Corp.'s radio-tv division.

PERSONALIZED

Spots

"OFF THE RECORD"

MAKES SALES RECORDS

Mort Nusbaum has a background of many years' success in building business and sponsors. His all-new afternoon show, "Off the Record," is already exceeding his previous successes.

Each afternoon from 2 to 3, Mort has a sterling array of music, talented guests, contests and information. Backed by his inimitable personality, "Off the Record" has demonstrated ability to move products and services in the rich Upstate New York market called WHAM-land. Sell Western New York with highly Pulse-rated participation announcements on this low cost per thousand listeners program.

50,000 WATT CLEAR CHANNEL

WHAM

ROCHESTER RADIO CITY

The Stromberg Carlson Station

AM-FM ★ NBC Affiliate

Geo P Hollingbery Co Natl Rep

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BROADCASTING* TELECASTING

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Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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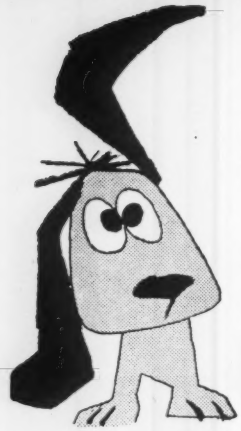
Another Channel 10 First, starting July 19th!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room*. Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC – Basic
ABC – DuMont – Supplementary



It Was KBIG NEWS

for a year-old station to win
A 1953 TOP AWARD

Now it's headline news as . . .

KBIG AGAIN WINS NEWS AWARD

The Radio and Television News Club of Southern California judges the hourly five minute strips "Listen to Lisser" to be

"The Best News Reporting of any non-network radio station."

KBIG and the John Poole Broadcasting Company are grateful to the News Club, to United Press, to program director and newscaster Alan Lisser, news director Larry Berrill, Writer Margee Phillips, the entire Hollywood and Avalon announcing staffs, to the advertisers and their agencies who make it all possible.

"Music, news, time—all day long."

10,000 WATTS AT 740 **KBIG**

STUDIOS IN AVALON AND HOLLYWOOD

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

The Catalina Station
JOHN POOLE BROADCASTING CO.
KBID-TV • KBIF • KBIG

6540 Sunset Blvd., Hollywood 28, Calif.
HOllywood 3-3205
Nat. Rep. Robert Meeker & Assoc., Inc.

THE BLUE ANGEL

Network: CBS-TV
Time: Tues., 10:30-11 p.m.
Star: Orson Bean
Executive Producer: Richard Lewine
Producer: Burt Shevelove
Music: Norman Paris Trio
Set Designer: Jack Landau
Production: CBS-TV Program Dept., in co-operation with Herbert Jacoby, owner of Blue Angel
Origination: New York
Production Costs: Approximately $12,250

THE BLUE ANGEL is one of those New York east side supper clubs where the *haute monde* go for sophisticated entertainment and which seats 165 people and has a stage slightly larger than a fair-sized living room. It's all terribly chi-chi and CBS has had the happy thought of using this setting as the background for what might turn out to be an interesting —and possibly successful—half-hour once a week to showcase performers of the intimate type. This style is not too prominent on the video air, and the change of pace from the mass, hit 'em on the head, variety show on the initial offering sat well with this reviewer.

The show got off on a good right foot last Wednesday night with five acts—each of which had that rare quality of leaving the viewer just a little hungry for more.

Casual Orson Bean, featured comic of the New York hit, "John Murray Anderson's Almanac," is the m.c.—a droll spirit whose humor has the wry quality of true wit. Surrounding Mr. Bean on the first performance were singer Martha Wright ("South Pacific"), monologist Jonathan Winters, Martha Davis and Spouse (subtle piano-bass fiddle boogie-woogie team), novelty drummer David Powell and monologist Jane Dulo. We especially liked Mr. Winters and Miss Davis—and spouse. We also liked the camera closeups which enhanced the feeling of coziness.

The whole production had a proper supper club tone. Whether this type of worldly variety will meet the same reaction in Scranton (to twist the show business quip, "It was a hit in Scranton, but how will it go at the Palace?") is a question. It will be a shame if it doesn't.

★ ★ ★

A TIME TO LIVE

Network: NBC-TV
Time: Mon.-Fri., 9:30-45 a.m. CST (Premiere July 5)
Origination: Chicago
Cast: Pat Sully, Larry Kerr, Len Wayland, Viola Berwick, Jack Lester
Producer-Director: Alan Beaumont
Technical Director: John Natale
Writer: Bill Barrett
Announcer: Norman Barry
Production Costs: $7,500 per week
Gross Time Cost: $11,395 for 51 NBC basic stations
An Adrian Samish Production

IN PLANNING a reshuffle of its daytime programming pattern to accommodate some new dramatic serials, NBC-TV elected to originate at least one of them from the one-time cradle of radio soap operas under the talented writing hand of Bill Barrett (*Hawkins Falls*, others).

Whether this offering will withstand the ravages of time is conjectural, of course, but the start was promising, as daytime serials go. At least, all the ingredients are there as conceived by Adrian Samish, who previously supervised all NBC daytime tv.

This story concerns the life and ambition of one Julie Byron (played by Pat Sully), who aspires to become a top feature writer-reporter on a large metropolitan newspaper. As the program debuts, she is seeking an interview with her boss, editor Carl Sherman (Jack Lester), in a bid to convince him she should be removed from proofreading and given an opportunity to write. A reporter-friend, Don Rycker (Larry Kerr), goes to bat for her and the interview is arranged.

It matters not that, in the opening scene, a neighbor Chick (Len Wayland) questions whether she wants the chance as 'badly" as she claims, or whether people really want anything they seem to feel they want. (Her credo, as expressed to Boss Sherman: "I know I could be a good reporter. I know that sincerity counts the most.")

In the end, Mr. Sherman sets her out on a wild goose chase—tracking down a seemingly innocuous newspaper "personal"—which, according to advance NBC advices, leads to eventual intrigue, blackmail, near mayhem and a steady reporter's job at headquarters office.

Out of this lather, only Miss Sully comes alive in character, though not because of any shortcomings on the part of the actors involved.

On the basis of this plot—and her own naive impression of a reporter's job and its remunerations—Miss Byron might best be advised to stick to proofreading.

BOOKS

TECHNICIAN'S GUIDE TO TV PICTURE TUBES, by Ira Remer. John F. Rider Publisher Inc., 480 Canal St., New York. 160 pp. $2.40.

AS THE TITLE of the book indicates, it is a picture-tube servicing guide for the tv installation and repair man. It is written so as to make easily accessible the basic and specific information on the picture tube and its accessories. Although a brief explanation of the relationship of the picture tube to the rest of the receiver is given, only the fundamentals applying directly to the operation, maintenance and repair of the picture tube and its accessory parts are discussed.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

August 22: *Toast of the Town*, Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff*, Colgate-Palmolive Co. through William Esty

August 31: *Danger*, Block Drug Co. through Cecil & Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

July 14: George Washington's home, Mt. Vernon, Va.

July 16: General Lee's Mansion, Arlington, Va.

July 21-23: Ft. McHenry and B & O Roundhouse, Baltimore

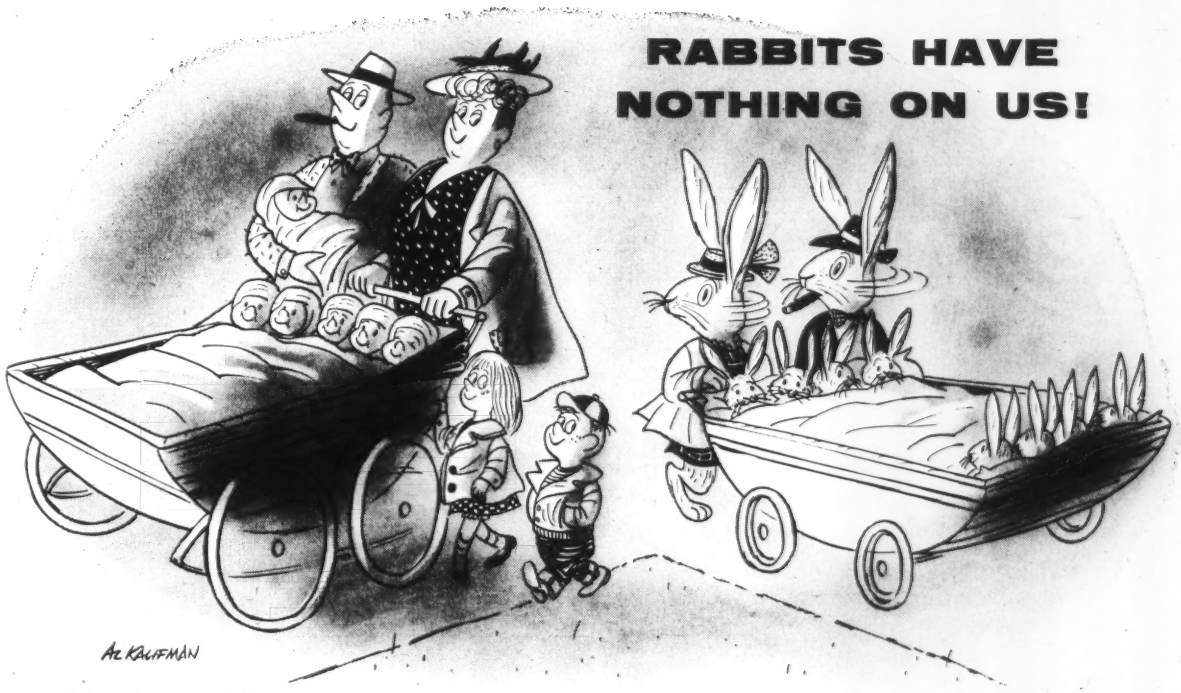
July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

August 3-6: Boston

August 12-13: New York

July 8, 15, 22, 29, August 5, 12, 19: *The Marriage* — situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T]



WMAZ-TV, MACON, ADDS 153 NEW TV FAMILIES A DAY* IN MIDDLE GEORGIA!

. . .153 NEW CUSTOMER-FAMILIES A DAY!

*Average daily growth of TV homes in coverage area

MACON — Middle Georgia's Retail Trade and Wholesale Distribution Center — Just Grows and Grows!

173 manufacturers in 75 classifications have plants here. Among them, these 8 leading manufacturers:

DURKEE FOODS
ARMSTRONG CORK CO.
RALSTON PURINA
MACON KRAFT CO.
INLAND CONTAINER CORP.
STREITMANN BISCUIT CO.
BORDEN CO.
BIBB GROCERY CO.

Only WMAZ-TV *adequately serves this well-balanced industrial and agricultural market for you!*

Talk about audience multiplication...this is it! It's only natural, though, when you consider these facts:

The rich Middle Georgia market surrounding Macon was never successfully tapped by TV—before WMAZ-TV. Because Macon is 93 miles from the closest city of comparable large size...Atlanta.

And only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station...after five years of on-air operation. Significantly, too, the remaining 37 counties represent 80% of the population in WMAZ-TV's entire market...81% of retail sales!

In Metropolitan Macon alone, population has almost doubled since 1940. There's been a significant increase in purchasing power, too (income per household is well above the state's average)...and wide industrial growth has strengthened and stabilized the demand for every product sold.

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!

Telepulse** proves it!

Share of Audience

Sign-on to noon...45% Noon to 6 P.M....68% 6 P.M. to Midnight...57%

All the top 15 once-a-week shows...
All the top 10 multi-weekly shows...
are on WMAZ-TV

**Telepulse, Macon Area Report, Feb.-Mar. 1954

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

CBS, DUMONT & ABC NETWORKS

ASK YOUR **AVERY-KNODEL** MAN

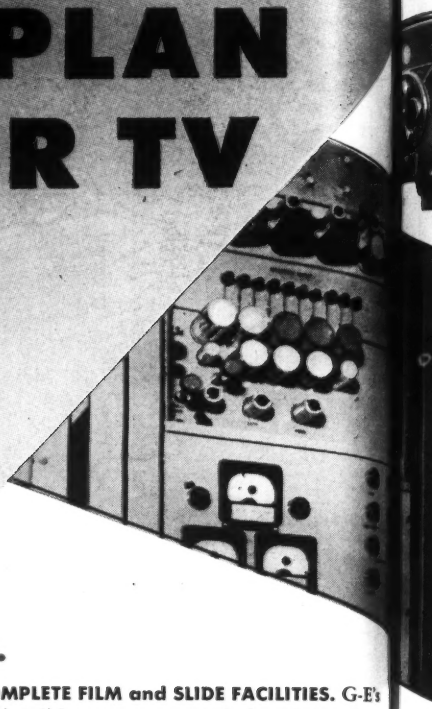
New! Practical! Economical!

PYRAMID PLAN FOR COLOR TV

Here's how to take color TV *in stride* at your station. Here's how to capture any part of the rainbow you want and have it fit your purse perfectly. The G-E *Pyramid Plan For Color* applies to all broadcasters—small or large alike—because it stair-steps equipment facilities...because it stands for realistic color telecasting.

With G-E Chromacoder systems you enjoy not only exceptional performance but maneuverability on remotes...stable operation ...and greatly reduced maintenance costs. Only with G-E do you stand a chance of converting black & white cameras to color application—a tremendous potential saving. For film or slide facilities, nothing on the market today approaches General Electric's inherent quality.

Add up all these advantages and you'll decide to *plan your color future with General Electric.*

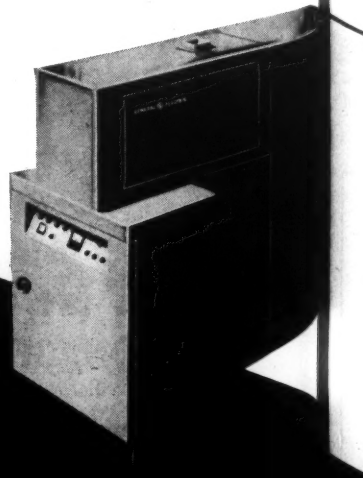


2.

COMPLETE FILM and SLIDE FACILITIES. G-E's basic slide scanner was designed for integrated use *with one or two* continuous motion film scanners. The complete combination occupies just 32½ square feet of floor space. Here is the ultimate in versatile equipment for local commercials and film programming in full color.

1.

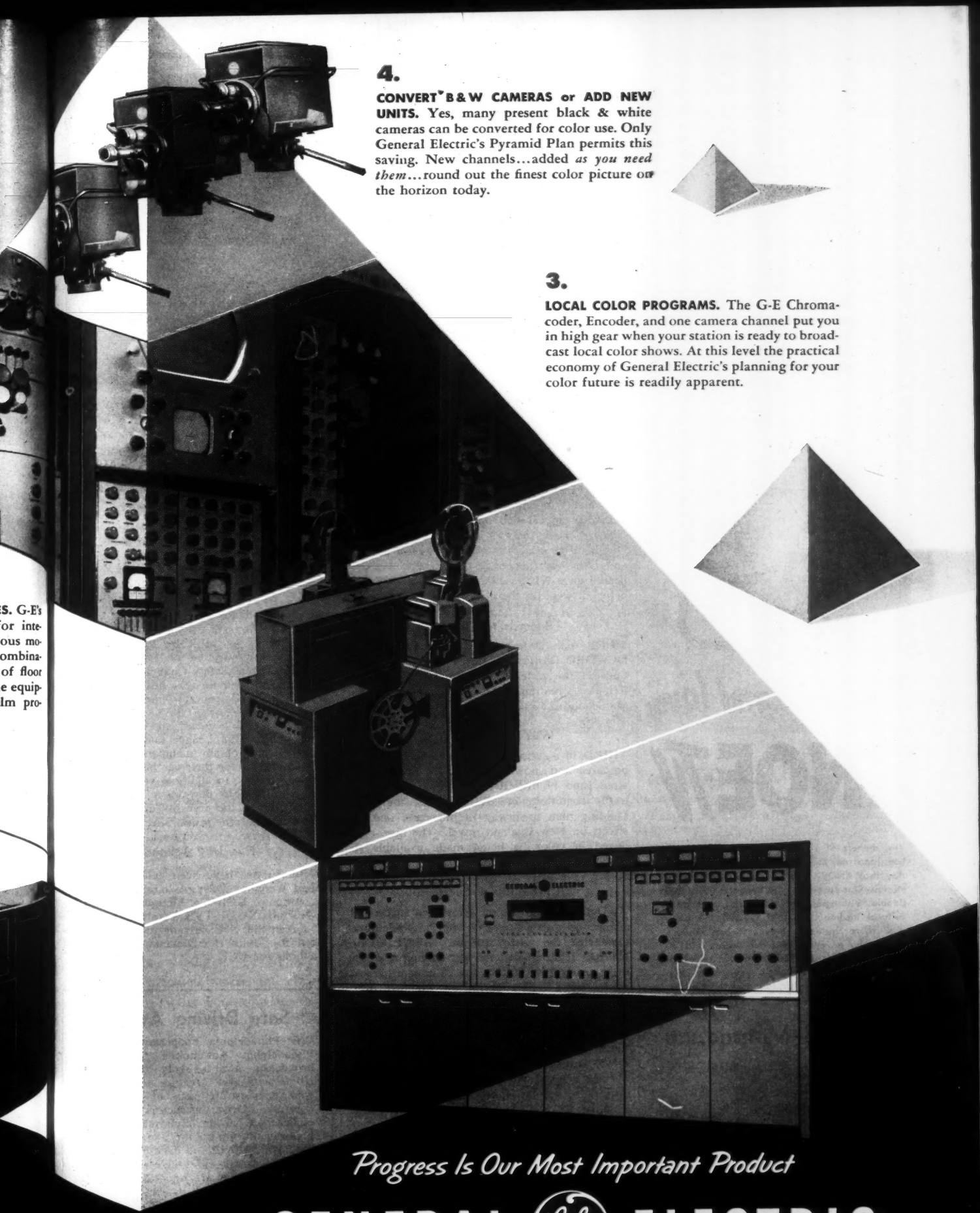
NETWORK COLOR and SLIDE COMMERCIALS. Step one requires low cost conversion of existing transmitters. New G-E units will incorporate the color provision. If you've progressed to this point and corrected your transmitter already, G.E. makes it easy to telecast local commercials with an exceptional 2" x 2" color slide scanner and scanner channel.



Write for FREE information...

Take steps now to have the G-E Pyramid Plan For Color presented to you. Call our local field representative and chalk up a first in color for your station. Or, write: *General Electric Company, Section X264-7, Electronics Park, Syracuse, New York.*

In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.



4.

CONVERT B & W CAMERAS or ADD NEW UNITS. Yes, many present black & white cameras can be converted for color use. Only General Electric's Pyramid Plan permits this saving. New channels...added *as you need them*...round out the finest color picture on the horizon today.

3.

LOCAL COLOR PROGRAMS. The G-E Chromacoder, Encoder, and one camera channel put you in high gear when your station is ready to broadcast local color shows. At this level the practical economy of General Electric's planning for your color future is readily apparent.

Progress Is Our Most Important Product

GENERAL ELECTRIC

look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

CBS — NBC — ABC — DUMONT

Represented Nationally by

H-R TELEVISION, Inc.

Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

IN THE PUBLIC INTEREST

Intra-Family Counseling

PANEL of four outstanding teen-agers from local high schools, plus a Los Angeles Superior Court judge and occasionally a well-known parent, hear problems of both a parent and a youth in his teens on weekly KNBH (TV) Hollywood *Teen-Age Trials*. A youth and parent, both masked, appear before the panel and tell their respective sides in a family quarrel. The panel counsels the two on the best course to follow.

WIP Studies Delinquency

WIP Philadelphia has begun a new series designed to combat juvenile delinquency in that city. Mrs. Norma B. Carson, former chief of Philadelphia policewomen, will conduct the broadcast, which will include case histories, interviews with persons involved with juvenile delinquency and a round-table discussion of the problem with prominent Philadelphia citizens.

Police Commend WICS (TV)

WICS (TV) Springfield, Ill., has been commended by the local police department for its aid in helping to identify lost children. On one occasion, police were unable to identify a 2½-year-old girl and contacted the station for arrangements to put her on tv. Within seconds after her appearance on the *Wrestling from Chicago* show, she was identified by a viewer. On an earlier occasion, a child was lost all day and found by the police department. He appeared on a WICS newscast and was identified before it went off the air.

Records to Children

MORE than 200 records have been donated by WDRC Hartford to three children's institutions in the state—the Newington Home for Crippled Children, the Mansfield State Training School and the Southbury Training School.

WBZ-TV Traffic Film

THIRD in a series of *This Is Your City* films prepared and shown by WBZ-TV Boston was aired June 17 over that station. It deals with traffic conditions in Massachusetts, the road building plan underway in the state, and its effects on New England travel. The film, produced in color, is being made available to schools and civic groups.

UCP Telethons Successful

TWO Illinois stations have reported success in connection with United Cerebral Palsy telethons conducted the past fortnight. WBKB (TV) Chicago reported that the fifth annual telethon drew nearly $600,000 for the 28-hour program, while WICS (TV) Springfield claimed over $20,000 pledged for its 18-hour show. WBKB's figure bettered last year's drive by $200,000. A parade of celebrities was featured on both telethons. In Springfield, radio personalities participated from WCVS, WMAY and WTAX, all Springfield, and were joined by others from stations in Lincoln, Jacksonville and Taylorville.

Disaster Practice

KGW Portland, Ore., has a new all-night disc show, utilizing amateur radio operators, designed as a disaster communications system in the event of emergency. Hams on the outside Portland area accept any requests-tune from the station's nighttime coverage, relaying the request to other amateurs, who in turn call it into KGW. In the event of disaster, the network system would be converted for emergency comunications use.

CITATION for recruiting efforts of *Stars on Parade* has been awarded the DuMont Television Network by the Army and Air Force. Ted Bergmann (l), managing director of DuMont, accepts the award from Maj. Gen. Charles E. Christenberry.

KVOO Safety Campaign

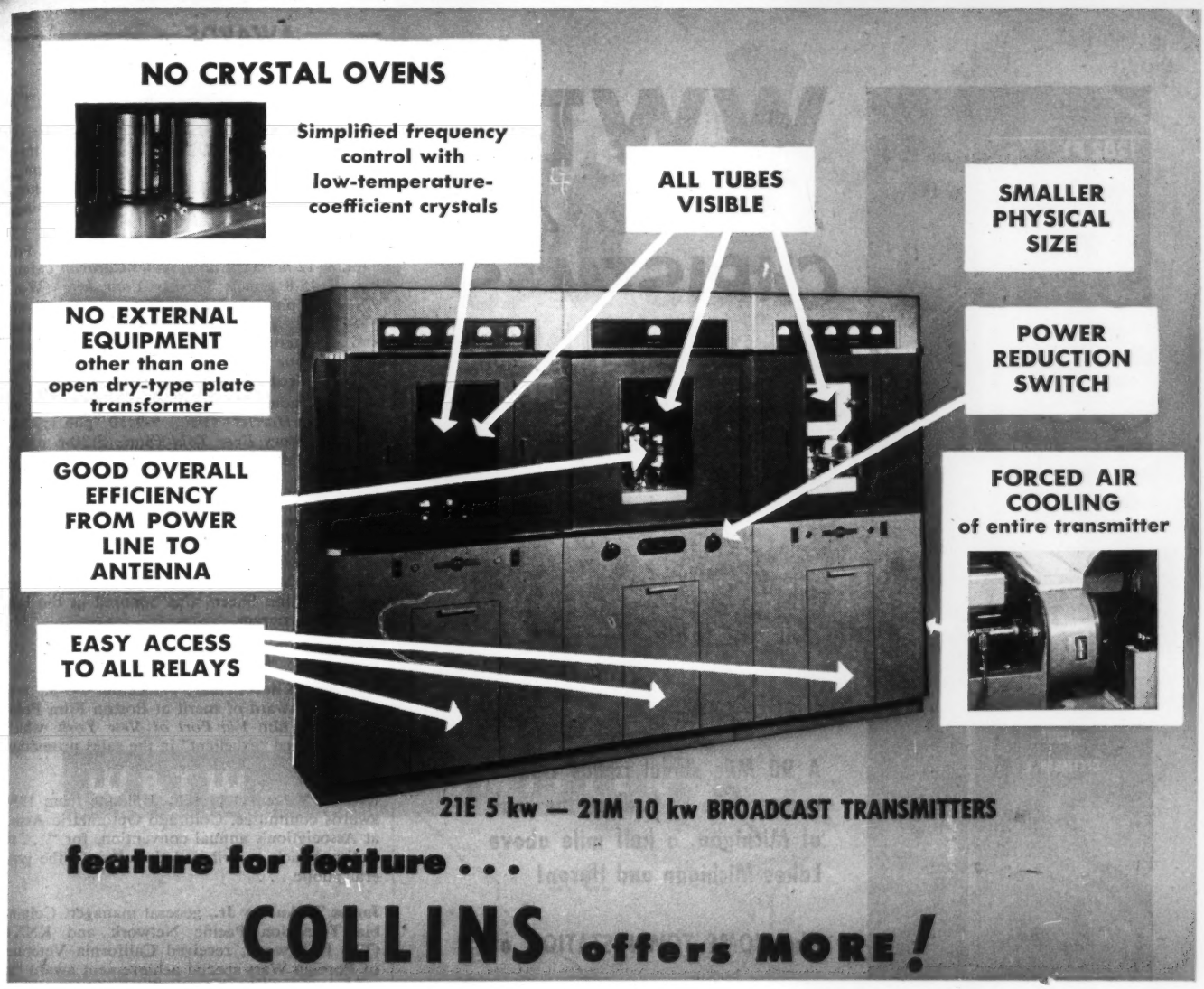
IN AN EFFORT to cut down traffic deaths and auto accidents, KVOO Tulsa has launched a campaign for safe driving. A luncheon for representatives of the Tulsa Police Dept., the Oklahoma Highway Patrol, Oklahoma Safety Council, Citizens Safety Council, and the Tulsa County Civil Defense was hosted by William B. Way, KVOO general manager, who explained plans for the "KVOO Safe Drivers League." Local newscast and spot announcements plugged the League and listeners were told they can obtain membership cards and day-glo stickers for their car bumpers by writing the station. In addition, wrecked cars are being displayed in downtown Tulsa locations as reminders of the necessity of being cautious drivers and careful pedestrians.

Five UCP Telethons

FIVE telethons have been held on behalf of United Cerebral Palsy Assn. over KGBS-TV San Antonio, KOB-TV Albuquerque, WTAR-TV Norfolk, KGUL-TV Galveston, and WFBC-TV Greenville, S C. Arrangements were completed by John J. Dickman, manager of Telethons for UCP.

Safe Driving Awards

WIP Philadelphia, cooperating with the Philadelphia Automobile Club AAA, broadcasts awards daily on *Heading Home with Bob Menefee* for motorists who demonstrate acts of safety and courtesy. Driver-instructors and safety engineers from the club take to major highways during the 4-6 p.m. rush hours, reporting to WIP the license number of courteous and safe drivers. Winning license numbers are announced by Mr. Menefee and the car owner is invited to call WIP to identify himself.


NO CRYSTAL OVENS
Simplified frequency control with low-temperature-coefficient crystals
ALL TUBES VISIBLE
SMALLER PHYSICAL SIZE
NO EXTERNAL EQUIPMENT other than one open dry-type plate transformer
POWER REDUCTION SWITCH
GOOD OVERALL EFFICIENCY FROM POWER LINE TO ANTENNA
FORCED AIR COOLING of entire transmitter
EASY ACCESS TO ALL RELAYS
21E 5 kw — 21M 10 kw BROADCAST TRANSMITTERS
feature for feature . . .
COLLINS offers MORE!

Compare Collins 5 kw and 10 kw broadcast transmitters feature by feature and you'll see that Collins offers *more* for your money. In addition to the many features outlined above, Collins offers simplified circuitry with only 9 tube types in the 21E and 10 tube types in the 21M — a total of only 25 tubes in the 21E and 26 in the 21M. You save on operating costs as well as spare tube stocks. These transmitters are smaller . . . only 28″ deep by 105″ wide, yet all components are easily accessible for servicing. The entire RF final amplifier network is double shielded in heavy gauge aluminum to reduce spurious radiation to a minimum.

The 5 kw 21E may be converted at any time into a 10 kw 21M. Any specified carrier frequency from 540 kc to 18 mc is available.

We invite you to write or phone the Collins office nearest you for descriptive specifications, price and delivery information.

21E CONDENSED SPECIFICATIONS

Power Output: 21E 5500 watts; 21M 10,600 watts.

Frequency Range: 540-1600 kc standard. Frequencies to 18 mc available.

Frequency Stability: ±10 cps.

Audio Frequency Response: Within ±2.0 db from 50 to 10,000 cps.

RF Output Impedance: 75/50 ohms standard. Other impedances available.

Audio Input Impedance: 600/150 ohms.

Temperature Range: +68° to +113° F. Ambient.

Altitude Range: Sea Level to 6000 feet.

Power Source: 208/230 V three phase 50/60 cps.

Weight: 21E approximately 2700 lbs.; 21M approximately 3000 lbs.

Dimensions: 105¼″ wide, 76″ high, 28″ deep.

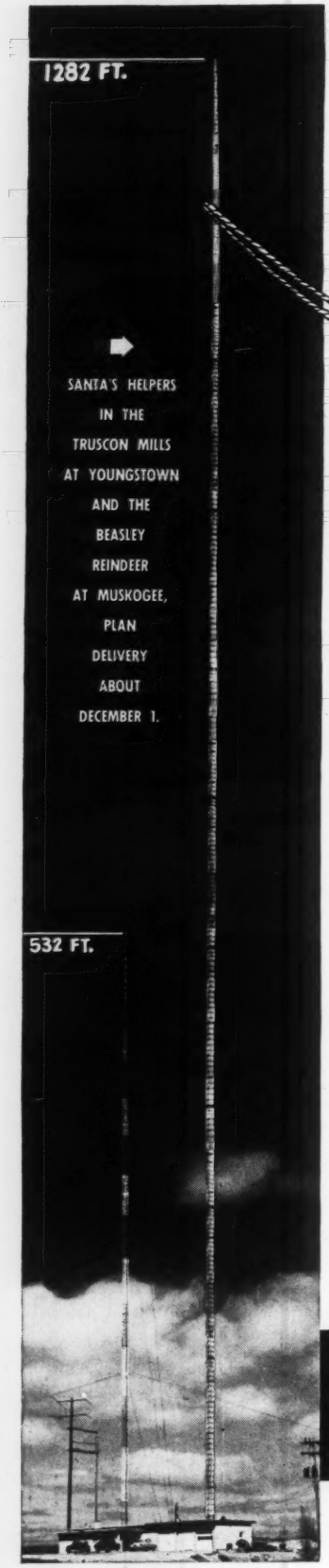
For broadcast equipment quality, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

COLLINS

261 Madison Ave. NEW YORK 16 | 1930 Hi-Line Drive DALLAS 2 | 2700 W. Olive Ave. BURBANK | Petroleum Bldg. TALLAHASSEE | Dogwood Road, Fountain City KNOXVILLE

COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks Street, OTTAWA, ONTARIO


1282 FT.
SANTA'S HELPERS IN THE TRUSCON MILLS AT YOUNGSTOWN AND THE BEASLEY REINDEER AT MUSKOGEE, PLAN DELIVERY ABOUT DECEMBER 1.
532 FT.

WWTV *has done its* CHRISTMAS SHOPPING!

A 1,282 FOOT, 104,000 WATT PACKAGE FOR 1,286,600 MICHIGAN PEOPLE

A 90 Mile signal radius from a quarter mile of steel on the peak of Michigan, a half mile above Lakes Michigan and Huron!

The HOME TOWN STATION of 237 Michigan Communities now will give you FOUR MAJOR MARKETS:

MUSKEGON
GRAND RAPIDS
SAGINAW
BAY CITY

CHANNEL 13 WWTV
CADILLAC MICHIGAN

CBS — DUMONT — ABC
REPRESENTED BY
WEED TELEVISION — W. L. SALES, GRAND RAPIDS
SPARTON BROADCASTING COMPANY

AWARDS

Dozen Network Programs Cited by Women's Clubs

FIVE NBC, three ABC, one DuMont and three CBS programs have been named winners in the national poll of tv and radio shows conducted by National Federation of Business & Professional Women's Clubs.

NBC-TV winners were *Home* (Mon.-Fri., 11 a.m.-12 noon); *Camel News Caravan* (Mon.-Fri., 7:45-8 p.m.); *This Is Your Life* (Wed., 10-10:30 p.m.). NBC's *One Man's Family* (Mon.-Fri., 7:45-8 p.m.) was cited as greatest human interest program in radio and *Voice of Firestone* (formerly Mon., 8:30-9 p.m.) was adjudged best radio musical program.

ABC radio winners were *Adventures of Ozzie & Harriet* (Fri., 9-9:30 p.m.); *The Greatest Story Ever Told* (Sun., 5:30-6 p.m.), and Mary Margaret McBride (Mon.-Fri., 2-2:30 p.m.).

CBS' Edward R. Murrow was cited for best news coverage in radio and CBS-TV *Mama* and *Fred Waring Show* won honors in television.

DuMont's *Life Is Worth Living*, featuring Bishop Fulton Sheen, was honored as the best spiritual program.

IN RECOGNITION

Princeton Film Center, Princeton, N. J., presented an award of merit at Boston Film Festival for its film *Via Port of New York*, which was adjudged "excellent" in the sales promotion category.

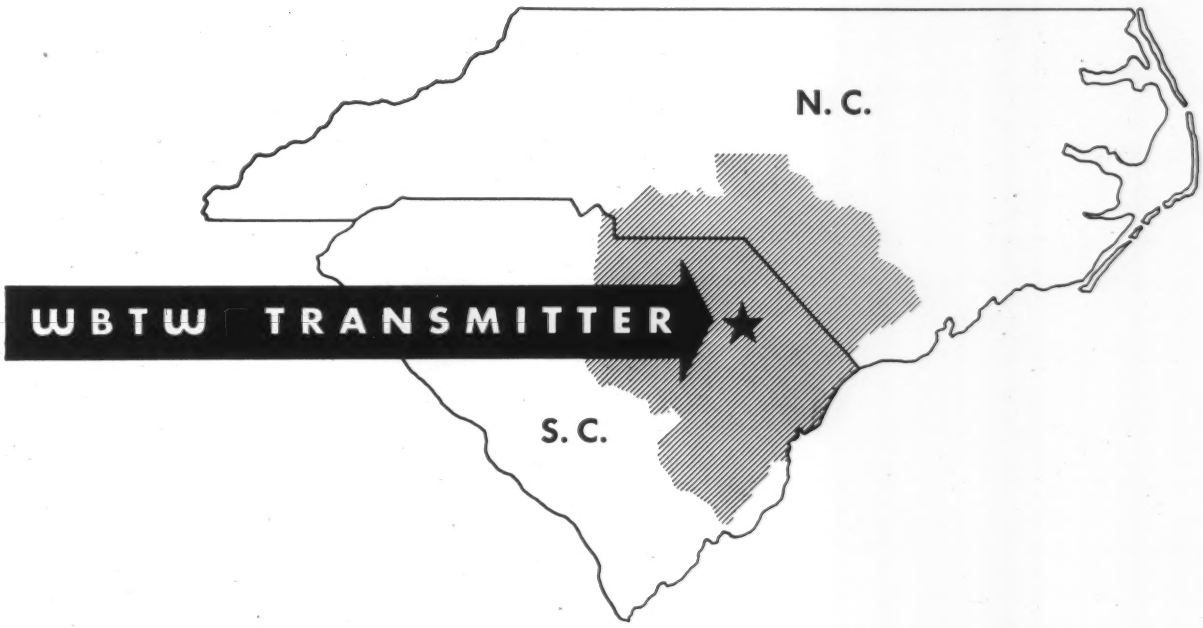
KFEL-TV Denver presented plaque from 1954 awards committee, Colorado Optometric Assn., at Association's annual convention, for ". . . tv station which contributed the most to the general public . . ."

James T. Aubrey Jr., general manager, Columbia Television Pacific Network and KNXT (TV) Hollywood, received California Veterans of Foreign Wars special achievement award "in recognition of his outstanding achievement in the field of public service telecasting in the interest of veterans' affairs."

RICHARD MITTAUER (l) of the WOW-TV Omaha news staff shows James McGaffin Jr., station news editor, the fellowship awarded Mr. Mittauer by the American Political Science Assn. Ten fellowships are given annually by the association to finance work in Washington as a congressional interne on the staffs of congressional committees and of House and Senate members.

Soon!

new, top-power VHF coverage of 1,000,000 carolinians



A great new area station will take the air in the Carolinas on September 26, 1954—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 70 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

WBTW
FLORENCE, S. C.
Channel 8 Top Power

Represented Nationally by CBS Television Spot Sales

now on the air

channel 8
WISH TV
INDIANAPOLIS

...operating with a full 316,000 watts.
for availabilities see **the bolling company**
wish-tv *is owned and operated by*
universal broadcasting company, inc.
1440 north meridian street
INDIANAPOLIS

HARMON O. NELSON

on all accounts

NOW radio-tv director of young, fast-growing Stromberger-LaVene-McKenzie, Los Angeles advertising firm, Harmon O. Nelson began his radio career while a U. of Massachusetts undergraduate, performing on WBZ Boston-WBZA Springfield.

After graduating in 1932 with a B.S. in education and psychology, he immigrated to Hollywood to form his own orchestra. He joined Rockwell-O'Keefe talent agency in 1936, when that firm merged with General Artists Corp. and then entered advertising as radio writer, supervisor and director for Young & Rubicam.

Mr. Nelson enlisted in the Army in 1942, was commissioned and went on to command an Armed Forces Radio Service unit in New Guinea and the Philippines. After separation in 1945 he joined Roche, Williams & Cleary Inc. as West Coast representative, supervising radio programs for the Tums account.

Next he went with Berg-Ellenberg Inc., Hollywood talent agency, as radio director until that firm was absorbed by William Morris Agency in 1950. Mr. Nelson then wrote and supervised radio-tv programs for Kenyon & Eckhardt Inc., Hollywood, as general assistant to vice president Robert Wolfe.

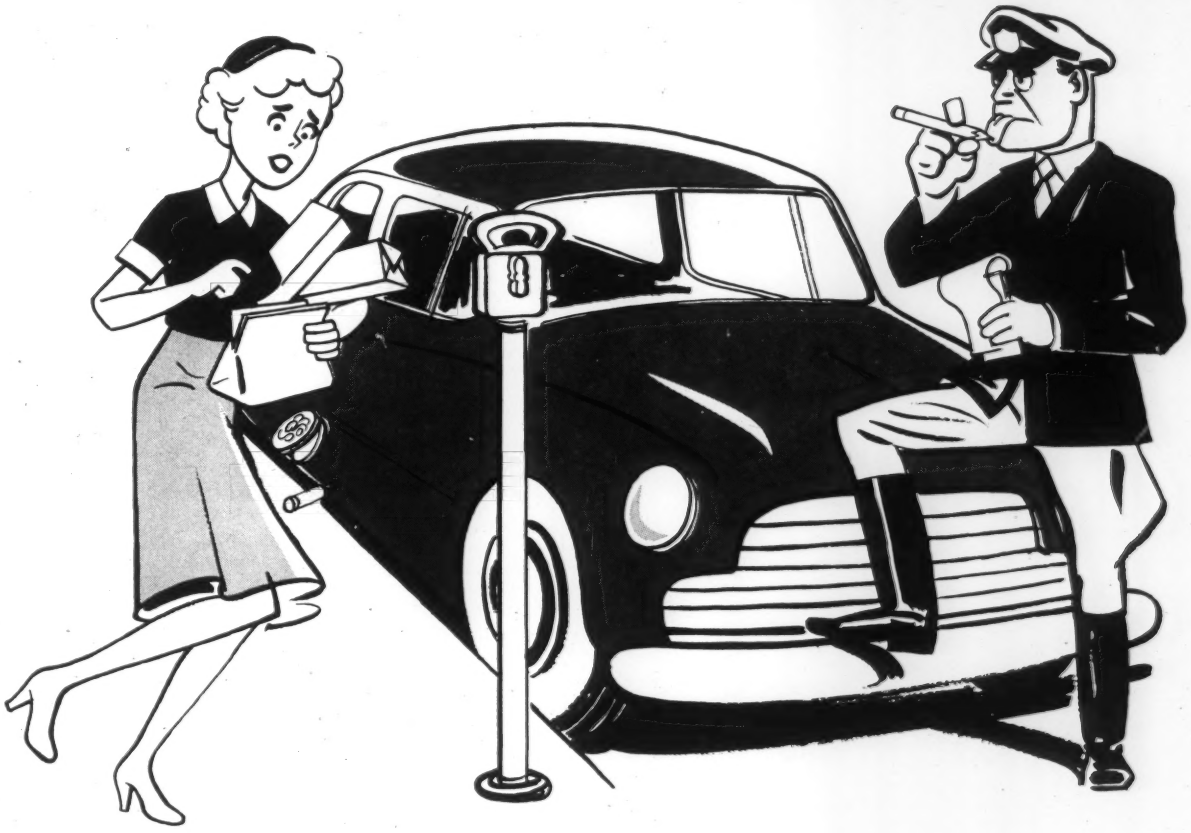
He was named program director of KNBH (TV) Hollywood in 1952, resigned late in 1953, and joined S-L-M in his present position March 1 this year.

As radio-tv director, Mr. Nelson is consulted on programming and time purchases for such S-L-M clients as General Petroleum Corp., for whom he produces MBS *Virgil Pinckley* and KTTV (TV) Hollywood special events presentations, and for Smart & Final Iris Co.

Increasingly, tv film syndication is proving effective in putting film within reach of most advertisers, Mr. Nelson believes. Certain individuals and programs on live tv with loyal followings will always be important, but they will be badly crowded for desirable time as film use spreads.

Merchandising "plusses" offered by progressive stations must be increasingly considered by agencies trying to do a job for their clients, Mr. Nelson feels.

His wife is the former Anne Roberts (recently named business affairs director, CBS Radio Hollywood). The Nelsons live in Beverly Hills with their 2-year-old daughter Gaye. Mr. Nelson golfs, flies (though not as often as he would like, these days) and actively promotes the local chapter of the American Assn. for the United Nations.



It's No Draw...In Omaha

KMTV is the one television station in the Omaha market that writes *the ticket everyone wants*—the ticket to bigger sales.

The latest Pulse survey (May 15-21) shows these Omaha audience preferences: KMTV has 11 of the top 15 weekly shows . . . 7 of the top 10 multi-weekly shows . . . the most popular locally produced shows . . . and a dominant popularity leadership in both daytime and nighttime quarter hours.

But check Pulse for *any time you prefer!* Monday through Sunday, 7 a.m. to 6 p.m., KMTV's margin of leadership is 78 per cent. In class A and B evening hours, KMTV leads by 63 per cent.

As a truly regional station, KMTV has a 3-to-1 popularity ratio over 7 other TV stations as the best-received and most-watched station within a 100-mile radius of Omaha. (Name of this impartial survey and statistics on request.)

You'll benefit, too, from these sales-producing bonuses on KMTV: strong merchandising aids . . . the Midwest's finest live commercial facilities . . . KMTV's consistently big mail response . . . special events . . . and other promotional and publicity extras.

For *your* ticket to bigger sales in this booming market of one million people with two billion dollars to spend, contact KMTV or Petry today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

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CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

SPURRED for ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

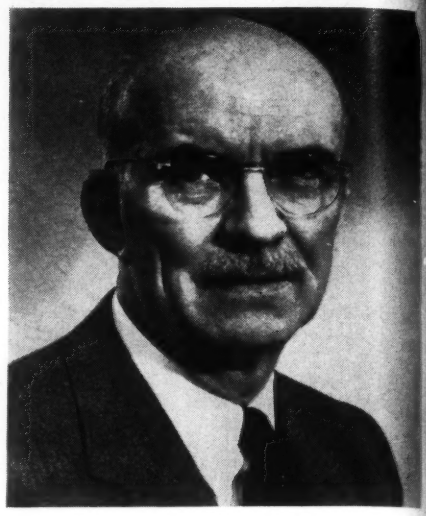
First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

our respects

to MURRAY DANFORTH LINCOLN



MURRAY D. LINCOLN, president of Peoples Broadcasting Corp., Columbus, Ohio, is a man whose adult life, like that of the famed Civil War President, has been dedicated to the proposition that the public can and must be served.

The modern Lincoln, who shares a common ancestry with his illustrious predecessor, is tall, erect, square-jawed. Like Abraham Lincoln, he is driven by the urge, as he puts it, to prove that "people have within their own hands the tools to fashion their own destiny."

Murray Lincoln has attempted to translate this personal credo into practice in all his manifold business activities, starting with the cooperative farm movement in 1916, the insurance business as far back as 1925, and most recently in the broadcasting field. In 1946 he organized Peoples Broadcasting Corp., one of the various subsidiaries of Farm Bureau Insurance Cos. of Ohio, of which he also is president.

It is estimated that about $3½ million to $4 million is invested in Peoples Broadcasting, which currently operates WGAR Cleveland; WTTM Trenton, N. J.; WRFD Worthington, Ohio, and WMMN Fairmount, W. Va. It recently sold WOL Washington.

Mr. Lincoln credits much of the success of Peoples Broadcasting Corp. to good stations in fine locations, to an outstanding group of station managers and to Herbert E. Evans, vice president and general manager of PBC, who is entrusted with the responsibility of overall supervision and operation of the broadcast properties. Messrs. Lincoln and Evans eye the future with plans for a full complement of seven radio and five tv stations.

The sense of public service that Murray D. Lincoln brings to his broadcast operations threads his entire business career. He is descended from Abraham Lincoln's New England stock: the Great Emancipator's great-grandfather had two brothers and Murray Lincoln is a direct descendant of one of them. He was born near Raynham, Mass., on April 18, 1892, and was graduated from the Massachusetts Agricultural College (now U. of Massachusetts) in 1914.

Following various jobs in banking and in the farm agent field, Mr. Lincoln was appointed executive secretary of the newly-formed Ohio Farm Bureau Federation in 1920. In 1925, members of the federation began to question what they believed were excessive rates for automobile insurance, Mr. Lincoln relates, and with $10,000 in dues they set up the Farm Bureau Mutual Automobile Insurance Co. Today, the Farm Bureau insurance group also consists of a fire insurance company and a life insurance company, as well as subsidiaries with total assets of more than $200 million. Since 1948 Mr. Lincoln has not been affiliated with the Ohio Farm Bureau Federation, and the insurance companies and their subsidiaries are completely separate entities.

Mr. Lincoln persuaded FBIC to enter radio in 1946. He explains it this way:

"We're in radio to bring town and country—food producer and consumer—closer together, to help them understand one another and realize they have things in common. They must realize they are interdependent. They ought to know more of their common American heritage, both rural and urban. And, more than anything, we are trying to keep open the channels of communications for all sides of every issue.

Mr. Lincoln points with pride to his stations' dedication to public service. WRFD broadcasts a full schedule of service aids to farmers but also fulfills the needs of city citizens.

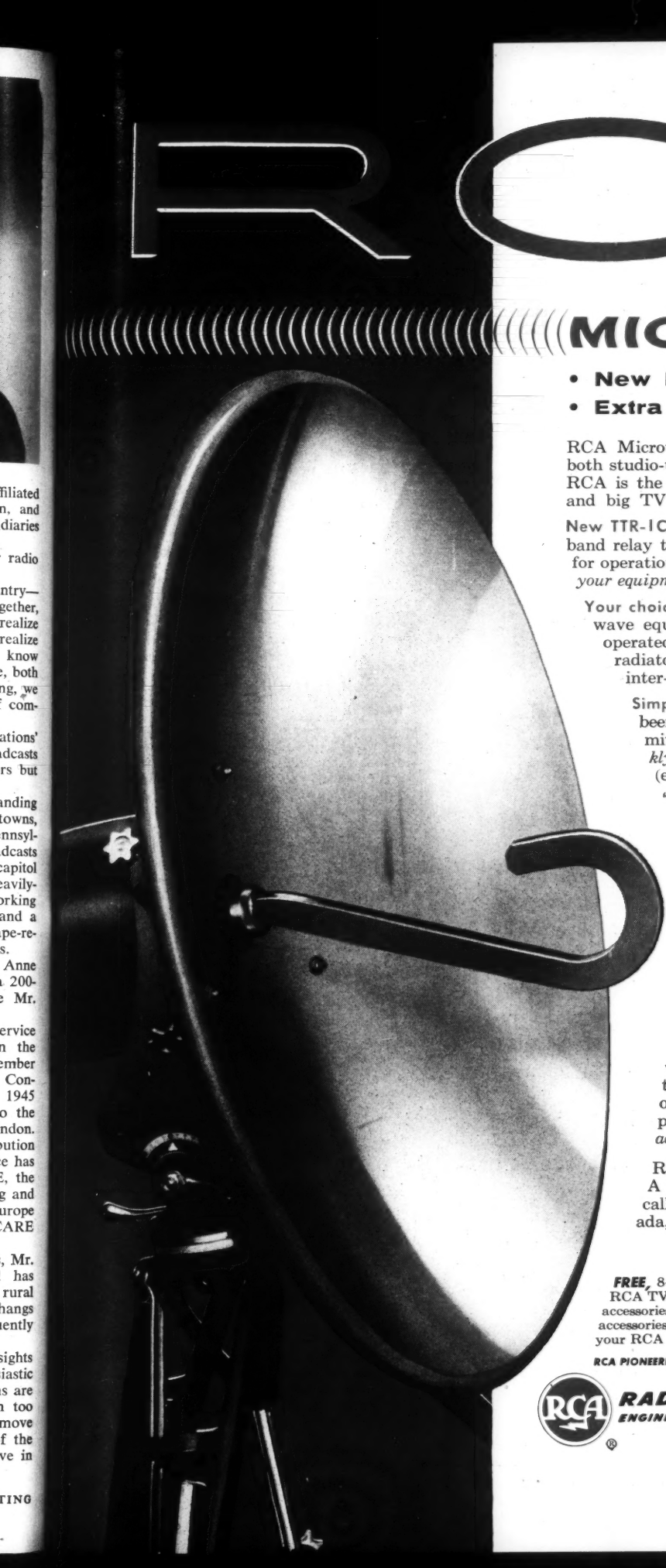
WTTM, which serves the rapidly expanding Delaware Valley sector with its new steel towns, manufacturing areas and the fertile Pennsylvania farmland, presented the first broadcasts of investigative hearings at the state capitol (140 hours of it). WMMN, situated in a heavily-industrialized area, broadcast from the working face of a coal mine shaft, a foundry and a glass plant. WGAR presents weekly tape-recorded broadcasts of city council meetings.

Mr. Lincoln is married to the former Anne Hurst of Taunton, Mass. They live on a 200-acre dairy farm near Columbus, where Mr. Lincoln operates as a working farmer.

Mr. Lincoln's dedication to public service extends to the international sphere. In the spring of 1943 he served on the five-member U. S. delegation to the United Nations Conference on Food and Agriculture. In July 1945 he was named a U. S. representative to the International Cooperative Alliance in London. Perhaps Mr. Lincoln's outstanding contribution in the realm of international public service has been the role he has played with CARE, the organization which provides food, clothing and other necessities to needy families in Europe and Asia. He has been president of CARE since it was organized.

Long interested in Currier & Ives prints, Mr. Lincoln has a personal collection and has fostered a company gallery of 120 rare rural prints, an outstanding collection which hangs in Columbus headquarters and is frequently exhibited around the nation.

Although Peoples Broadcasting has its sights on television, Mr. Lincoln is highly enthusiastic about radio. He points out that Americans are a mobile people and tv pins them down too much. Radio, he says, permits them to move around at will, and he adds: "Because of the capacity of radio to serve people, I believe in radio's future as I have in its past."



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MICROWAVE

- **New Design For Color Operation**
- **Extra Black-and-White Performance**

RCA Microwave Relay systems have been "proved-in-use" in both studio-transmitter circuits and field pick-up service. Today, RCA is the choice of television networks, telephone companies, and big TV stations—both in portable and fixed installations.

New TTR-1C/TRR-1D Microwave Relay Equipment. RCA's wide-band relay transmitter, receiver, and antenna units are designed for operation in accordance with FCC Color Standards. In short, *your equipment investment is protected!*

Your choice of Vertical or Horizontal Polarization. RCA microwave equipment can be arranged so that two links can be operated in the same channel. A choice of horizontal or vertical radiators (using RCA antenna waveguide feeds) eliminates inter-channel interference between individual links.

Simplified Design—Fewer Tubes. Tubes and circuits have been kept to a minimum. Only 5 tubes in the transmitter unit; only 6 in the receiver unit—*including klystrons!* All other tubes are at the control position (easily accessible).

"Built-in" Variable Wavemeter—High-Gain Antenna. RCA's simplified design offers other benefits, too. For example, oscillator output is coupled with a waveguide and detector-monitor system so that it serves as a variable wavemeter. RCA Parabolic Antennas provide gains up to 11,500. Frequency range is 6500-7050 mc.

Easy Accessibility and Convenient Rear Loading. Transmitter and receiver chassis slide out easily from the weatherproof housing for quick maintenance. A keyhole-shaped cutout in the reflector enables you to insert the complete antenna/chassis assembly from the rear of the reflector.

Everything for Microwave. RCA's wide line of microwave equipment provides complete systems flexibility to meet specific color or monochrome needs. RCA not only has microwave transmitters, receivers, power supplies, antennas, parabolic reflectors. *RCA supplies every accessory required to put a TV relay system in operation.*

RCA engineers know TV microwave techniques from A to Z. For planning help and technical information, call your RCA Broadcast Sales Representative. In Canada, write RCA-Victor Ltd., Montreal.

FREE, 8- and 12-page illustrated brochures on the RCA TV Microwave Systems and RCA Microwave accessories. The books include complete data, plans, accessories, physical dimensions. Get a free copy from your RCA Broadcast Sales Representative.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION ***CAMDEN, N.J.***

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"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

OPEN MIKE

Reprint Request

EDITOR:

In case "How Drug Chain Uses Radio," page 70, June 21, is reprinted, we shall be glad to pay for two or three dozen of them.

Frank E. Wimberly
Manager
KWHW Altus, Okla.

[EDITOR'S NOTE: A limited number of reprints is available. Mr. Wimberly's are on the way.]

Round and Round (Cont.)

EDITOR:

We thought we'd like to get our two cents in on the "swing to 45" record setup. When we first went on the air back in 1950, we decided to try 45's. We did for two weeks and decided they were impractical. Well, here we go again. When notice arrived from the record companies, we started pricing the facilities to play them with, and found them sky high. We now have a set-up to play them, but what have we actually gained? The whole thing is just the appeasement of *one* large industrial giant. Actually, if the record companies were out to save space and money, a microgroove record at 33-⅓ the size of the 45 would have been a lot better. Oh well, we don't like 'em, but we're stuck with 'em. So we'll sit it out now and see what develops.

Joe Klarke, Prog. Dir.
WATH Athens, Ohio

A Bull, Literally

EDITOR:

Read your write-up about Perry's Ridiculous Day promotion here in Perry [B•T, June 21]. It was a fine effort; but the Washington apartment dweller who scanned the photo didn't take a close enough look. That was a cow I was pulling and not a bull. It was the "udder" sex. In Iowa cows are cows and bulls are bulls and they're both pleased with that arrangement. . . .

Lowell Jack, Studio Mgr.
KWBG Perry, Iowa

[EDITOR'S NOTE: The B•T staffer who identified the beast as a bull is now taking a course in animal husbandry.]

Don't Send a Boy

EDITOR:

After reading your editorial "Needed: Salesmen" in the issue of June 28, let me say that there isn't a man who realizes the truth of that editorial more than I.

Having served many years as salesman-commercial manager, and approximately eight years as general manager of stations, I know whereof I speak, and I agree with Mr. Oliver B. Capelle, advertising manager of Miles Labs when he says, "We have more confidence in radio than broadcasters themselves." Let me ask a question and hope for an answer. How in the name of common sense are you going to get good salesmen who really know salesmanship when so many station owners seem to think that $50-65-75 is enough to pay a salesman? I know of stations who have put forth those figures in the past. They want their men to have the 15% commission and make $200 a week, but the men they hire never sold radio, had no knowledge of programming, packaging or any of the dozens of things that make a good radio salesman.

You can't take a man who has sold groceries or some specialty, and send him out to call on sharp clients for a station.

N. L. Royster, Sls. Mgr.
WAYS-AM-TV Charlotte, N. C.

To a TV program director who's tearing his hair

TEX RITTER

CONNIE HAINES

MEL TORME

SARAH VAUGHAN

You can save your hair and save money too, with Studio Telescriptions. For the Studio Telescription Library gives you a complete programming service.

You get scripts, program ideas, background material, and handy index files with which you can build any number of sparkling, production-type shows . . . five minute, fifteen minute or half-hour programs. But most important, you get the country's top musical talent on film which you can program in any number of different shows in only a matter of minutes.

Here is the answer to top quality television programming without high production costs. Find out today what Studio Telescriptions can do for you.

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THE BASES LOADED . . . AND LOOK WHO'S UP!

DANNY O'NEIL

ART HERN, the PIED PIPER — a solid hit with the youngsters! DANNY O'NEIL, captures the crowd with his Monday through Friday morning variety lineup and his two Monday evening double-headers . . . WIN STRACKE, loads the bases on CHANNEL 7 with award-winning TIME FOR UNCLE WIN hit! And the man with the heavy bat and power swing, TOM DUGGAN currently hitting 5 nights each week on WBKB, CHANNEL 7!

ART HERN

WIN STRACKE

And waiting in the dugout for their turn at bat, these outstanding hitters *score* with more and better results for your product!

TOM DUGGAN

WBKB DUGOUT

TOMMY BARTLETT, JOE KELLY
CLAUDE KIRCHNER, ULMER TURNER, FRAZIER THOMAS

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ABC TELEVISION NETWORK

BLAIR TV

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

BROADCASTING TELECASTING

July 12, 1954 Vol. 47, No. 2

WHAT'S THE FUTURE OF UHF? FCC HAS VARIETY OF ANSWERS

INDIVIDUAL FCC commissioners presented their views on the uhf problem at a closed meeting with the Potter subcommittee last week. The most extreme of all came from Comr. Bartley who advocated elimination of uhf and a re-allocation within a wider vhf range than the one now used for commercial television (see page 28). Comr. Hennock stuck with her proposal to move all tv to the uhf band. Others proposed more moderate action.

At week's end the prospects were that the Potter subcommittee would recommend three short-range steps for the relief of uhf—lifting excise taxes on uhf-vhf receivers, liberalizing multiple ownership of stations, encouraging manufacturers to produce all-range sets. But more drastic cures may lie in uhf's future.

SENATE'S IMMEDIATE CURES

A THREE-PRONGED offensive for the relief of distraught uhf broadcasters by the Senate Communications Subcommittee appeared in immediate prospect following a joint closed meeting last Thursday with the FCC.

To encourage development of the upper tv band, the Senators appeared convinced, upon recommendation of FCC majority members, that these short-range steps should be taken:

1. Lifting of the 10% excise tax on receivers embracing the uhf range, as proposed by Sen. Edwin C. Johnson (D-Colo.).

2. Liberalization of the multiple ownership rule to raise the present five-station ownership limit in tv, to allow perhaps two additional uhf stations under common ownership (which would assure network service and improved "circulation" in many areas).

3. Creation of a study group, either as an *ad hoc* committee of outside experts, augmented by government, or a special government group, to explore long-range means of alleviating the overall problem, and with a particular look at the use by government of channels that might be diverted for vhf tv use.

Progress Made

While no definitive measures were decided upon following the 3½ hour session of the Potter group with FCC, the three-ply approach appeared to be one upon which all concerned could agree. What the subcommittee may construe as desirable long-range panaceas, if any, presumably will be considered after a study by a committee of experts is undertaken.

There appeared little likelihood that extreme proposals, such as deintermixture of uhf and vhf in the same markets; curtailment of vhf service to something approaching single market coverage, or movement of all television to uhf, will receive immediate committee consideration. The proposal for a new freeze on all tv authorizations, pending a thorough-going study, also appeared to have lost committee support.

One disconcerting note on the tax relief proposal, regarded as a basic first step, was a letter in opposition to the legislation from Fred Bell, president of Packard-Bell Co., Los Angeles, to Chairman Millikin of the Senate Finance Committee, where the Johnson proposal awaits action, probably this week. So far as is known, however, this is the only industry opposition, and other RETMA members reportedly favor the relief as a means of stimulating production of all-band sets and of encouraging development of uhf circulation.

It was generally agreed by committee members that the unique meeting of FCC with the subcommittee was salutary. Each Commissioner was interrogated, and while individual views were expressed the majority generally conformed with those expressed in public hearing by Chairman Rosel H. Hyde, as FCC spokesman.

The Senators' meeting with the Commission, held at 2:30 p.m. in the Capitol, informally explored all recommendations which had been presented to the subcommittee during the uhf-multiple ownership hearing.

Individual opinions of the commissioners, who were encouraged to talk freely, were solicited on each proposal. At the same time, Comr. Robert T. Bartley unveiled at the closed session a novel proposition which espouses the dropping of uhf and the placing of all tv into a broader vhf allocation pattern (see Bartley story next page).

Comr. Bartley had proposed a Government commission to investigate prospects of adding vhf channels by assignment of unneeded Government reservations, to be financed by Federal appropriation. Comr. Robert E. Lee, however, had urged an industry group, augmented by Government representatives, along the lines of the *ad hoc* color committee.

After the session broke up, Subcommittee Chairman Charles E. Potter (R-Mich.) said he expected that perhaps as many as three executive sessions of the subcommittee would be necessary before decisions are made.

First of these sessions will be held this week or next, committee attaches reported.

Chairman Potter said he did not believe legislation would be proposed on uhf this late in the congressional session.

He revealed that various proposals for so-called advisory committees to aid the subcommittee in its deliberations had been discussed.

No subcommittee decisions were made during this exploratory meeting, Sen. Potter declared. He said the procedure was to "pick the brains" of the various commissioners on the uhf problem. They acted individually, not taking a "concerted" position as a Commission, he said.

All subcommittee members—Chairman Potter, Sens. Andrew F. Schoeppel (R-Kan.), Eva Bowring (R-Neb.), Earle C. Clements (D-Ky.) and John O. Pastore (D-R. I.)—attended the meeting. Also at the session was Sen. Johnson, top ranking minority member of the full Commerce Committee.

FCC Chairman Rosel H. Hyde and Comrs. Frieda B. Hennock, Lee, E. M. Webster, Bartley

A FEW MINUTES after this Senate subcommittee-FCC group exchanged greetings, the closed session on uhf was gaveled into order by Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.). Seated, l to r: Sens. Eva Bowring (R-Neb.); Andrew F. Schoeppel (R-Kan.); Potter; FCC Comr. Frieda B. Hennock, and Sen. John O. Pastore (D-R. I.). Standing, l to r: FCC Comrs. E. M. Webster; Robert E. Lee; Rosel H. Hyde (chairman); Nicholas Zapple, communications expert, Senate Commerce Committee; FCC Comrs. John C. Doerfer and Robert T. Bartley. Comr. George E. Sterling was not in Washington. Sens. Edwin C. Johnson (D-Colo.) of the Commerce Committee and Earle C. Clements (D-Ky.), new member of the subcommittee, who attended the session, were not present when the picture was taken.

and John C. Doerfer took part. Comr. George E. Sterling was vacationing in Maine.

Also reported was a retreat by Comr. Hennock on certain extreme positions on uhf, although she did not backstep from her belief that eventually all tv ought to be placed in the uhf.

Miss Hennock is understood to have dropped her demand for an immediate freeze, and also was not as persistent on cutting down of vhf power and coverage.

The meeting was called as a sounding of expert, Commission opinion on every facet of the uhf question, and the purpose apparently was served. Informality was the rule with no stenographic record taken. Reportedly the FCC will be asked to put into writing what was expressed before the subcommittee last week. This will permit some modification and reconciliation among the independent FCC views, although there would be dissents and separate opinions filed on certain issues.

In essence, the Bartley proposal was said to have envisioned a turnback to commercial broadcast use of vhf spectrum space now held by the Government or the military. The vhf modification would include use of directional antennas, it was reported.

Comr. Webster was understood to have questioned the Bartley proposal mostly on technical grounds, but felt there was some merit to the suggestion that a spectrum study be made with respect to use by government of portions of the spectrum.

The free, open exchange between Senators and an independent agency is not unprecedented in Washington annals but it is a rare procedure.

Senators seemed satisfied with its outcome. Sen. Potter said he saw no need for the Commissioners to make a repeat, closed door perperformance on uhf. Sen. Bowring, as she left the subcommittee room, commented that she was certain "something is being done" on uhf and "now it is the time to do it, before it is too late."

BARTLEY'S STRONG MEDICINE

TELEVISION'S only chance of providing a nationwide competitive service lies in a vhf-only system, in the opinion of FCC Comr. Robert T. Bartley.

Convinced that uhf will never be a major factor in tv, Comr. Bartley told the Virginia Assn. of Broadcasters Friday at Natural Bridge that new channels should be added to the vhf band.

He feels an *ad hoc* commission should probe the idea and report to Congress.

Speaking almost in the shadow of the first major uhf death—WROV-TV Roanoke—Comr. Bartley inadvertently was observing the first anniversary of this event ["What Happened in Roanoke," B•T, July 13, 1953].

Wholesale Changes

The change from a two-band to single-band allocation will involve major shuffling and costly changes of transmitting and receiving equipment, he conceded, but it is the only hope for television to fulfill its destiny. He said the solution is up to Congress.

This dramatic disclosure of an idea that has hitherto been kept behind FCC doors poses several problems, all of which Comr. Bartley believes are trivial compared to the eventual tragedy that could strike the video system and even the national economy. Here are some of the problems:

- Government, communication, and military agencies would have to yield spectrum space between 216 and 470 mc, in exchange for uhf space.
- Uhf stations would shift to perhaps a dozen or more new vhf channels above 216 mc and get allocation priority.
- Uhf stations would have to convert transmitters.
- Viewers would have to convert receivers, though in many cases the adjustment would not be difficult or costly.
- The spectrum juggling is beyond FCC control and subject to White House and Congressional mandate.
- Uhf is in the same jam as fm; moreover, uhf is not a superior service to vhf, in Comr. Bartley's opinion.
- Federal regulators would have to admit the two-band allocation hasn't turned out the way they hoped when the plan was conceived and executed.
- Manufacturers would redesign set tuners and provide conversion gear for present sets—both believed simple in comparison to the uhf problem.
- Coverage of some existing vhf stations might be curtailed.
- Directional antennas might be necessary.

FCC thoughts on the vhf-uhf crisis were tapped Thursday afternoon by the Senate Communications Subcommittee, meeting in executive session, with Comr. Bartley understood to have submitted his ideas (see committee story this page).

In his Natural Bridge talk, and in informal conversations afterward, Comr. Bartley conceded his plan can be expected to draw roars of criticism from many segments of government and industry.

Not Too Disturbing

That didn't disturb him too much, he explained, when he took a look at what is happening to uhf stations and when he contemplated the future of a television industry that already is in the first stages of allocation agonies and faces dangerous crises.

Every day of delay is dangerous and intensifies the hazards of finding a solution, according to Comr. Bartley. His summary of what is happening sums up this way:

A small number of people around the nation are developing powerful tv empires under the present dual allocation, since the present vhf band can't provide a nationwide competitive service. Except for a few uhf oases, the uhf stations appear to have little chance of becoming a major competitive factor in television.

Having laid that background, Comr. Bartley told the Virginia broadcasters the issue narrows down to a choice between the value of the competitive, free enterprise tv system, and the unknown value of government-controlled communications channels.

The information needed to decide the whole issue simply isn't available, he said.

The obvious answer, he argued, is for Congress to name a special commission to assemble these facts and report within, say, six months.

Such a commission could have access to secret allocation data and the uses to which big hunks of spectrum are put. It could investigate oft-heard charges that valuable frequencies have been hoarded by government agencies and the military, with little regard for their actual need or the nation's desire for a competitive tv service.

FCC is helpless to dip into these reservoirs of used and unused channels since they are controlled by White House mandate at the request of federal and military agencies.

Supported by Congressional fiat, the commission might consist of two persons to be named by the President; one by the Vice President to represent the Senate; one by the Speaker of the House, and one by the FCC Chairman. It would be charged with a fast and thorough investigation of the tv allocation problem.

Looking at the tv advertising picture, Comr. Bartley recalled that a year ago he had expressed concern over the fact that two major networks, possessing great program resources, were obtaining much of the available time in single-station areas. Here the problem of set saturation becomes important, he said, since in key markets around 70% of homes own a vhf receiver. Advertisers, therefore, can find no effective substitute for a vhf station, he contended at that time.

Another angle of the commercial problem, he continued, is the scarcity of adjacencies to meet local needs. The split-band system leads to high rates for station time, with the result that local stores and service firms can scarcely compete against big local or national spot advertisers. All this adds up to encouragement of monopolies in the national economy, he suggested.

In comparing uhf's problems to those of fm, Comr. Bartley noted the public resistance to conversion of tv receivers along with the belief that uhf cannot claim, as does fm, superiority from a technical standpoint. He conceded, though, that the uhf band has some advantages such as lack of crowding and interference. On the other hand uhf coverage is limited and uhf receiving equipment is of poorer quality, he contended.

Comr. Bartley said he is opposed to plans to move all television into the uhf band. Conceding the problems involved in moving uhf into an expanded vhf band, he said compromises would be necessary.

Possible Effects

Station coverage might be affected, he said, since the main problem in setting up a widened vhf band would center around separation. Here the engineers fail to agree, he said.

On the other hand, he indicated that if allocations are provided for the area between Norfolk, Va., and Portland, Me., the rest of the country can be taken care of without too much difficulty.

The temporary processing procedure adopted by FCC at Congressional suggestion departs from the Commission's policy of making first grants where the greatest need exists, he said, a year ago in dissenting to the Denver decision, citing the problem in Denver. There, he said, three grants have been made and the city may wind up with a half-dozen grants before the Commission can schedule hearings looking toward a second grant for St. Louis. The latter city is twice as large as Denver, and eight other single-station cities also are larger, he pointed out at that time.

JOHNSON'S EXCISE TAX IDEA

SEN. EDWIN C. JOHNSON (D-Colo.) said Thursday he would "press hard" for Senate Finance Committee action on his proposal to eliminate the Federal excise levy on all-channel tv sets.

Sen. Johnson said the committee failed to take up the measure last Wednesday because the group made it a hearing day and did not consider any proposed legislation.

The Johnson proposal is seen as fundamental to the question of aiding uhf's plight.

KOOLS BUYS 'LINEUP' WITH CONCESSIONS; PET MILK, AUTO-LITE LOSE TIME SLOTS

CBS allowed to sell Kools show to other sponsors outside the 50 stations taken by cigarette firm. 'Amateur Hour' and 'Suspense' are latest casualties to network's program re-building.

IN a new arrangement with CBS—conceivably the first of its kind—Kool cigarettes last week agreed to sponsor in the fall the CBS-TV Film Division's *Lineup* series on 50 stations of the CBS-TV Network, reserving to the Film Division the right simultaneously to sell the show to other sponsors in other markets.

Another feature of the unique deal: after six months CBS-TV Film Sales will inherit the right to re-run the series in the original 50 Kool markets under new sponsorship but with a different title.

Lineup will replace *My Friend Irma* for Kools, Fridays, 10.10:30 p.m. on CBS-TV. Agency for Kools is Ted Bates Inc., New York.

Other important business actions of the week include the following:

Pet Milk, St. Louis, has been asked by NBC-TV to change its show *Original Amateur Hour* next season or vacate the time for another sponsor. This is in line with NBC's sweeping program-building policy designed to strengthen the audience appeal of the network's lineup of shows.

Pet Milk sponsors *Original Amateur Hour* Saturdays, 8:30-9 p.m., through the Gardner Agency, St. Louis.

Campbell Soup Co., Camden, through BBDO, New York, after several months of screening, is considering two properties as a replacement for its *Soundstage*, Fridays, 9:30-10 p.m. on CBS-TV. The first is a dramatic series titled *Lassie* and the second is a situation comedy featuring Peter Lawford in *Pheebe*. A decision on either one of the packages for the Friday night period is expected shortly.

Brillo Mfg. Co., New York, through J. Walter Thompson Co., New York, will start sponsorship Aug. 5 of *So You Want to Lead a Band* with Sammy Kaye on ABC-TV, Thursdays, 9-9:30 p.m. for 39 weeks.

S. C. Johnson & Co., Racine (Johnson's wax), through Needham, Louis & Brorby, Chicago, is expected to sponsor *Life With Father* Tuesdays at 9:30-10 p.m. on CBS-TV. The time was vacated by Electric Auto-Lite Co. [B•T, July 5] at the request of the network, which had notified the advertiser that in view of realignment of Tuesday night programming its *Suspense* series could not be renewed in that time period. CBS-TV said that it had and would continue to offer alternate time periods and programs. Electric Auto-Lite Co., however, cancelled the show effective Aug. 17 and late last week gave no indication as to what it would do—if anything—in television this year. Cecil & Presbry, New York, is the agency for Auto-Lite.

Norcross Inc. (greeting cards, gift wrappings, and "signature notes"), New York, signed for its tv debut as third co-sponsor of Ford Foundation Tv-Radio Workshop's *Omnibus* when it resumes on CBS-TV Oct. 17 (Sun., 5-6:30 p.m.). Other sponsors already signed: Scott Paper Co. and Aluminium Ltd. of Canada. The series is available to a total of four non-competitive sponsors. Agency for Norcross: Abbott Kimball Co., New York.

Hotpoint Realigns Marketing

HOTPOINT Inc., Chicago, last week announced a realignment of its marketing department involving autonomy for various products and a reshuffle in the chain of command for advertising. A sales planning manager will head each product group, with each staff maintaining responsibility for advertising, sales, merchandising and other activities. Hotpoint sponsors *Ozzie & Harriet* on ABC radio and tv networks.

B•T, K&E Cooperate in Merchandising Study

MERCHANDISING services offered to advertisers by U. S. tv stations, either gratis or on a fee basis, will be reported in full detail in the 1954 TELECASTING YEARBOOK-MARKETBOOK, to be published in mid-August. Later in the year a similar compilation of data on the merchandising services available from the nation's radio stations will be published by B•T.

Both the tv and radio merchandising reports are the result of a cooperative arrangement between B•T and Kenyon & Eckhardt, New York advertising agency which a year ago first began collecting these data for its own use and subsequently decided to make them available to all interested advertising people through publication by B•T. The first tv merchandising survey report was published in the 1953-54 TELECASTING YEARBOOK-MARKETBOOK. The first tabulation of the radio stations' merchandising services was published by B•T as part II of the issue of Nov. 30, 1953.

Four-page merchandising questionnaire was sent some weeks ago to more than 350 tv stations and 2,600 radio stations by Kenyon & Eckhardt, whose research department is now tabulating the replies. Returns to date indicate that even more stations will respond to the agency questionnaires this year than last, when some 80% answered.

Hal Davis, K & E vice president in charge of promotion, and G. Maxwell Ule, vice president in charge of research, pointed out last week that the stimulus to building audience and sales provided by station merchandising and promotion is an important variable in the selection of media by agency clients. K & E's belief that information on merchandising is necessary for a proper evaluation of markets and stations was the origin of the surveys.

Three-fold purpose of the agency's broadcast media merchandising survey, K & E stated, is: to acquaint buyers of broadcast time with the various services provided by stations; to acquaint sellers of the time with the services offered by other broadcasters, and to compile for both buyer and seller an industry-wide report reflecting the current policies and practices of broadcasters in offering merchandising services to their advertisers.

RADIO advertising schedule on CBS Radio's KMOX St. Louis for summer, fall and winter is signed by Frank Mayfield, president of Scruggs-Vandervoort-Barney department store. Others (l to r): Earl Collier, store's ad manager; Robert Hyland, KMOX assistant general manager, and Maurice Hirsch, Hirsch-Tamm & Ullman agency, St. Louis.

Staley Puts $1 Million Into Radio-Tv Timebuys

A $1 MILLION radio-tv advertising campaign is being launched this month by A. E. Staley Mfg. Co., Decatur, Ill., with sponsorship of network radio and tv properties.

The firm (Sta-Flo starch) has bought *Arthur Godfrey Time* on CBS Radio across the board, 10-10:15 a.m. EDT, effective July 19, for 26 weeks. It previously had purchased Don McNeill's *Breakfast Club* on ABC-TV, Tues.-Thurs., 8:30-45 a.m. CDT, starting July 27, for 52 weeks [AT DEADLINE, June 14]. Agency is Ruthrauff & Ryan, Chicago.

The outlay also was understood to cover certain dealer aids as part of the promotion drive, and will supplement expenditures in newspapers, magazines and other media.

Kellogg Revises Lineup For 'Hickok' and 'Superman'

KELLOGG Co., Battle Creek, Mich., is arranging with ABC-TV to clear some 25 affiliates for *Superman* and *Wild Bill Hickok*, it was confirmed last week.

The cereal firm currently sponsors the two film packages on 80 stations on a spot basis throughout the country and is seeking smaller market availabilities, it was reported. The series will be launched on network outlets in mid-August. Kellogg agency is Leo Burnett Co., Chicago.

Where cable facilities are not yet available, stations will spot the shows to their own best competitive advantage.

Wedemeyer Leaves Avco

RESIGNATION of Lt. Gen. Albert C. Wedemeyer (U. S. A. Ret.) as vice president of the Avco Mfg. Corp., New York, was announced last week. Effective Sept. 1, Gen. Wedemeyer will become vice president and director of Rheem Mfg. Co., New York, manufacturers of shipping containers, household appliances and ordnance aircraft.

Emerson Campaign

LARGEST and most ambitious advertising campaign in the history of Emerson Radio & Phonograph Corp., New York, is scheduled for next year. The company plans to spend more than $7 million and will use co-op radio and television. Grey Adv., New York, is agency for Emerson.

Berech, Manoff Named Kenyon & Eckhardt VPs

WILLIAM BERECH and Richard Manoff, account executive and account supervisor, respectively, have been elected vice presidents of Kenyon & Eckhardt, New York.

Mr. Berech is an account executive on the RCA account and will be manager of the

MR. BERECH MR. MANOFF

agency's new Philadelphia office, which opened July 1. He has been with the agency since 1950.

Mr. Manoff is account supervisor on the Welch Grape Juice Co. account (all products) and is associate account supervisor on the Range Joe cereal account. He joined K & E in 1953.

White Resigns Healing Waters

WHITE Advertising Agency, Tulsa, Oklahoma City and Hollywood, has resigned the Healing Waters Inc. radio and television religious account, effective July 30, L. E. (Pete) White Jr., head of the agency, announced last week.

Healing Waters, which is the healing ministry of the Rev. Oral Roberts of Tulsa, is heard over about 200 radio stations weekly, including part of the ABC Radio network, and was on about 25 tv stations until the production was suspended indefinitely recently, according to Mr. White.

Mr. White said he had handled the religious account since it was founded some seven years ago and built its billing from one local station to more than $350,000 last year.

New agency for Healing Waters will be C. L. Miller Co., New York and Chicago. According to Mr. White, the account executive for Miller Co. on the Healing Waters account will be P. P. Hoffman, whose religious broadcasting background includes handling Detroit's Father Coughlin during his radio career.

Harrison to Head LAA

ELECTION of Lester Harrison, president of Lester Harrison Inc., New York, as vice president of the League of Advertising Agencies was announced last week by Louis E. Reinhold, LAA president. Max Pearlman, president of Leonard Adv., New York, was chosen a member of the board of governors.

SPOT NEW BUSINESS

U. S. Tobacco, N. Y. (snuff and cigarette products), considering expanding its radio coverage, which includes spots and programs, effective early in August. Agency: C. J. La Roche, N. Y.

Paper-Mate of Canada, Winnipeg (pens), starts weekly one-minute filmed announcements on eight Canadian tv stations, adding new stations as they open. Agency: Stewart-Bowman-Macpherson Ltd., Winnipeg.

NETWORK NEW BUSINESS

American Tobacco Co., N. Y. (Pall Mall cigarettes), effective Sept. 15, will sponsor thrice weekly news broadcasts of *Douglas Edwards and the News* on CBS-Radio, Wed., Thurs., Fri., 8:25-30 p.m., as well as continuing to sponsor Mr. Edwards on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Republic Van & Storage Co., L. A., signs for broadcast of Hollywood Park, Calif., Gold Cup Race on six CPRN stations July 17 (5 p.m. PDT). Agency: The Lawrence Co., Beverly Hills.

International Harvester Co., Chicago, starts *Songs From the Hills* on CBS Radio California Network, Monday through Friday, 7:15-7:30 p.m. PDT, for 13 weeks from today (July 12). Stations are KNX Hollywood, KCMJ Palm Springs, KERN Bakersfield and KFMB San Diego. Agency: Young & Rubicam Inc., Chicago.

AGENCY APPOINTMENTS

Pfaff Sewing Machines, including American Pfaff Co. branch and distributors Pfaff American Sales Corp. (eastern) and A. C. Webber & Co. (western), appoint Dancer-Fitzgerald-Sample Inc., N. Y. and Chicago, with account headquartered in Chicago.

Oelerich & Berry, Chicago (Old Manse syrup, preserves, jellies, jams), appoints Roberts, MacAvinche & Senne, effective Aug. 1.

Albert Weiss, N. Y. (costume jewelry), appoints The Wexton Co., same city. Ted Gravenson, Wexton Co. vice president, is account executive.

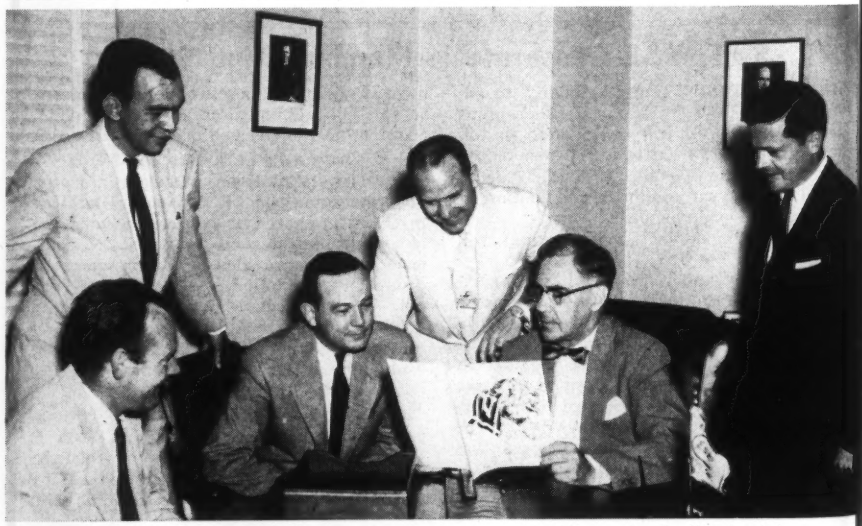
BOXING GLOVES were swapped for a mike Thursday at WJBK-TV Detroit as Chuck Davey (2d r), ex-welterweight contender, signed exclusive commentary contract. His schedule includes Wednesday *Chuck Davey's Corner* sponsored by G. H. P. Cigar Co. (El Producto) and a five-weekly evening sports roundup, two of which will be sponsored by Household Finance Corp. L to r: Clarence Zimmer of El Producto; Gayle V. Grubb, WJBK-TV vice president-managing director; Mr. Davy, and Harry Stamm of El Producto.

A&A PEOPLE

Joseph M. Dodge, former Budget Bureau Director, re-elected director, Chrysler Corp. and president, Detroit Bank. He succeeds **Raymond T. Perring** who filled both positions when Mr. Dodge became Bureau head.

Paul M. Ruef, retail promotion manager, Dodge div., Chrysler Corp., appointed to executive sales staff, Plymouth Motor Corp. division.

J. B. Shortlidge, southern regional manager, American Home Food Inc., N. Y., named field sales manager for grocery products; **J. L. San-**



ESSO Standard Oil Co. will sponsor the entire 1954 Navy football schedule on a two-station network, WBAL Baltimore and WRC Washington. Making it final are (l to r): Tom White, WBAL publicity manager; Jay Royen (standing), WRC publicity director; Leslie H. Peard Jr., WBAL manager; William N. Farlie, merchandising manager, and Charles A. Newland, manager, both of Esso's Del.-Md.-D. C. division, and Harry Karr, WRC sales manager. Agency is Marschalk & Pratt, New York.

ders will succeed Mr. Shortlidge as southern regional manager.

George W. Campbell Jr., formerly Washington, D. C., news representative, Peoples Broadcasting Corp., named manager, radio-tv bureau, Farm Bureau Insurance Companies, Columbus, Ohio.

Drucilla Handy, account executive, Theodore R. Sills & Co., Chicago, appointed public relations and educational director, toiletries div., Helene Curtis Industries Inc., same city.

Stalham L. Williams, formerly with Earle Ludgin & Co.; **Paul E. Belknap,** formerly with McCann-Erickson, and **Vito H. Hall** elected vice presidents, Needham, Louis & Brorby, Chicago. Mr. Williams also is elected member of plans board.

Grant Atkinson, formerly with Kling Studios, Chicago, to Campbell - Mithun Inc., same city, as director of radio and television.

MR. ATKINSON

Warren E. Kelley, formerly senior copy group supervisor, McCann - Erickson Inc., Chicago, to Erwin, Wasey & Co. L. A., as member of creative staff.

George Leech named tv director, McKim Adv. Ltd., Toronto, and **Beverley Nichol,** formerly of H. N. Stovin & Co., Montreal (station representative), named timebuyer.

Stephen Cosmopulos, former art director, Denman & Baker Inc., Detroit, named production manager and member of plans board, Power Adv. Assoc., Palm Beach, Fla. **Herbert E. Rachesky** named account executive and member of plans board.

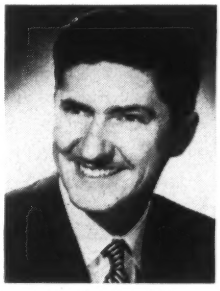
John Brooks, account executive, Compton Adv. Inc., N. Y., to Needham, Louis & Brorby Inc., same city.

Ernie M. Taylor, NBC-TV New York, to radio and tv dept., James Fisher Co. Ltd., Toronto.

Louis Kraus, senior copy writer, Ruthrauff & Ryan, N. Y., and **Reg Damerell,** radio-tv copywriter, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhardt, same city, as copywriters.

Byron H. Clark, formerly with Young & Rubicam Inc. to executive staff of Proebsting, Taylor Inc., Chicago, as contact supervisor and director of new business activities.

Clyde H. McDonald, formerly account executive, Young & Rubicam Inc., Toronto, appointed research director, Bureau of Broadcast Measurement, same city.



MR. McDONALD

R. Earl Cobb, senior copy writer, Fuller & Smith & Ross, N. Y, and **J. Robert Pigott,** Young & Rubicam, radio - tv dept., to Hicks & Greist, N. Y., as copy supervisor and commercial production supervisor, respectively.

Hermine Lueders, to copy dept., Sullivan, Stauffer, Colwell & Bayles, N. Y. Mrs. Lueders was formerly with Benton & Bowles, N. Y.

ZIV BUYS 'ARCHER' FOR FALL RELEASE

TELEVISION rights to *Meet Corliss Archer* for a reported $4 million were purchased last week by Ziv Television Programs Inc. from F. Hugh Herbert. Ann Baker is to star in the series planned for fall release.

Maurice Rifkin, vice president in charge of sales for Ziv Tv, announced that a concentrated sales and promotional campaign will be launched on behalf of *Meet Corliss Archer.* Series is currently under production in Hollywood, with Eddie Davis directing and Helen McCaffrey handling the script.

Character of Corliss Archer originally was in Mr. Herbert's Broadway play, *Kiss and Tell,* and later was source of motion picture, a popular radio series and most recently a book. Mr. Rifkin noted that "the previous success of Corliss in all entertainment media assures television stations and sponsors of a pre-sold moneymaker."

Acquisition of *Corliss Archer* marks second major television transaction by Ziv Tv this summer. Late last month, company negotiated a seven-year, $9 million contract with Eddie Cantor.

Pickford Corp. Sues Deluxe Labs, MPTV

CHARGING that the feature film, "Tonight or Never," is being shown on tv without authorization, Pickford Corp. has filed suit in Los Angeles Federal Court, asking $50,000 damages and a permanent injunction against Deluxe Laboratories Inc., Motion Pictures for Television, two John Does and six Doe corporations. Alleging infringement of copyright and unfair competition, plaintiff claims in 1936 it acquired the rights to the feature, produced the year before and starring Gloria Swanson, and in 1941 turned over a 35mm negative to Deluxe. Prints, according to Pickford, were to be made and delivered to Astor Films, which was authorized to reissue the film. Suit, filed June 25, charges that in 1951 delivery was made to MPTV which has since leased the film for tv runs.

INS-Telenews Sports Show To Be in 85 Markets Oct. 11

SALES in the last few weeks on the INS-Telenews *This Week in Sports* weekly film show, featuring Harry Wismer, have raised to 85 the total number of markets that will present the program as of Oct. 11, it was reported last week by Robert H. Reid, manager of the INS Tv Dept.

Mr. Reid said the program currently is carried on 54 stations, with cooperative sponsorship by General Tire & Rubber Co. dealers in 30 markets under the title of *General Sports Time.* He added that General Tire & Rubber Co. dealers will sponsor the show in 31 more markets, starting Oct. 11.

'Three Lives' Rescheduled

ZIV Television Programs Inc. reported last week that at the request of the U. S. Air Force and Air Defense Command it had obtained the cooperation of many sponsors and stations in rescheduling the sequence of its *I Led Three Lives* film series so as to present this week an episode tying in with the July 14 Ground Observer Corps Day observance.

THE RCA Victor Thesaurus is the first film service contracted for by WGR-TV Buffalo, N. Y., ch. 2 station due on the air Aug. 1. Approving the agreement are Van Beuren De Vries (seated), WGR-TV program director, and George Field, RCA sales representative.

Court Recesses Film Case

RECESS until July 19 has been declared in the $2.5 million Los Angeles Superior Court suit involving charges by six independent motion picture companies that five distribution firms prematurely released their 11 feature films to television. Adele Springer, attorney for the plaintiffs, requested that Matthew Fox, president and board chairman of Motion Pictures for Television, a defendant, be produced in court before she completes her case.

NBC Film Status Report

THE NBC Film Division currently provides tv stations with 736 weekly half-hours of film programming as compared with 235 hours at this time last year, Carl M. Stanton, vice president in charge of the division, has reported. He noted that division series are seen on stations throughout U. S., Canada, Alaska, Hawaii, Puerto Rico and Venezuela.

FILM SALES

CBS Television Film Sales announces sales of *Range Rider* tv film series total 115. Food advertisers are reported to be continuing as strong sponsors of the western series, according to **Wilbur S. Edwards,** general sales manager, noting that among the newcomers are three dairies, a bakery and a milk company.

Radio Audizioni Italiane (RAI) has purchased 39 **Encyclopedia Britannica** film shorts through **Fremantle Overseas Radio & Tv Inc.** for use in Italian tv programming. Films are scheduled for delivery to Italy within 30 days.

CBS Television Film Sales announces recent sales on *Art Linkletter and the Kids* have increased markets for the show to 65. Latest sales were to WSLI-TV Jackson, Miss.; KGLO-TV, Mason City, Iowa; KLAS-TV Las Vegas, Nev.; WKNY-TV Kingston, N. Y.; WCOC-TV Meridian, Miss.; KROD-TV El Paso and WNAC-TV Boston.

WBNS-TV Columbus, O., has acquired two-run rights to 52 western feature films from **Louis Weiss & Co.,** Los Angeles. Contract

goes into effect Sept. 1 for one year.

Sportsvision Inc., San Francisco, through Sales Manager Al J. Madden, reports sales of firm's three fall tv football film shows now number 95, far ahead of last year's at this time.

FILM PRODUCTION

Walt Disney Productions, Burbank, Calif., in August sends a location unit to Kentucky and Tennessee to film the story of Davy Crockett for the first of the "Frontier Land" segments on the upcoming ABC-TV *Disneyland* series. These segments are described as consisting of "stories of legendary men who became real and real men who became legendary." Heading the location unit are director **Norman Foster** and producer **Bill Walsh.**

United World Films Inc., N. Y., completes series of tv commercials for **Ruppert Knickerbocker** (beer), N. Y., and **Procter & Gamble** (Joy, Golden Fluffo), Cincinnati, and is producing series for **Coca-Cola Co.,** N. Y. Five film series have been sold to CMQ-TV Network, Cuba: *Going Places, Headlines on Parade, Stranger Than Fiction, Earth and Its Peoples* plus a series of one-reel short subjects.

Sunbeam Corp., Chicago, announces tv color spots will go into production shortly at **Atlas Film Studios,** Oak Park, Ill., for use starting in fall on NBC-TV's all-color "spectacular" shows.

Kling Studios, Chicago, announces production of new tv film commercials for following clients and their agencies: **Standard Oil Co.** (of Indiana), through McCann-Erickson, Chicago; **Nash Coffee,** Campbell-Mithun, Minneapolis; **Kellogg Co.,** Leo Burnett Co., Chicago; **Sentinel Radio Corp.,** placed direct; **Chrysler Corp.** (Dodge Div.), Grant Adv. Inc., Chicago; **Centlivre Brewing,** Westheimer & Block, St. Louis, and **Charmin Tissues,** Campbell-Mithun, Chicago. Included are 20-, 60-, 90- and 120-second spots, both live and animated.

Zahler Films, Los Angeles, has produced a series of thirteen 12-minute films on home fashion sewing, titled *The Sewing Room,* which is available to tv stations for local sponsorship. Series was produced in cooperation with McCall's Patterns, Talon Slide Fasteners and Cohama Fabricas.

General Motors Corp., Detroit, has produced 18-minute film, "ABC of Jet Propulsion," and 13-minute film, "Passing Fancy," stressing highway safety, which are available for use on television. Films may be obtained through GM's public relations department in Detroit.

S.H.A. Co., Hollywood, has started shooting its sixth tv film series, *Buffalo Bill Jr.,* with **Dick Jones,** who as Dick West has co-starred in the firm's *Range Rider* series. Series has over-all budget of $850,000 for 26 half-hour films, which will be released by **CBS-TV Film Sales.** Two other sustaining characters are 10-year-old **Nancy Gilbert** and **Harry (Pappy) Cheshire. Armand Schaefer,** S.H.A. president, is executive producer; **Lou Gray,** producer, and **George Archinbaud,** director.

RANDOM SHOTS

Federal Civil Defense Administration, Washington, announces availability through Capital Film Labs, that city, of two public service films, "Rescue Street" (how a rescue truck is employed in civil defense operations) and "The House in the Middle" (color version of FCDA's black-and-white picture of same name showing effects of atomic blast on three frame houses). Civil Defense organizations and civic groups may borrow same by communicating with their state office of civil defense. Prints may be purchased from Capital Labs, 1905 Fairview Ave. NE, in 16mm size. Prices are: 14-minute "Rescue Street," $45.56, color and $14.60, black and white; 12-minute "The House in the Middle," $40.20 and $13.23, respectively. Prices include a reel, metal container and fibre shipping case.

Abe Saperstein, owner and coach of Harlem Globetrotters basketball team, has formed **Abe Saperstein Tv Enterprises** with offices at 127 N. Dearborn St., Chicago; 8506 Sunset Blvd., Hollywood; 7614 Empire State Bldg., New York. First series the new firm will distribute is *Kid Magic.* Production is being readied on *Children's Hour* series of 26 fairy tales. **Samuel Rosen** will be in charge of production and distribution in Hollywood.

FILM PEOPLE

Ben D. Kranz named production manager, Screen Gems Inc., N. Y.; **John Brandt,** Warner Bros., appointed layout art director; and **Arthur Topol,** NBC sales and network time billing coordinator, named sales service manager.

Martin Hersh, New York attorney and former president, Ideal Factoring Corp., to Family Films Inc., Hollywood, as executive vice president and comptroller.

Sid Solow, general manager, Consolidated Film Industries, Hollywood, adds duties as vice president, Republic Pictures.

John Garamoni joins TeeVee Co., Beverly Hills, as midwest sales representative with headquarters in Chicago.

Marvin Schnall, casting director, Screen Gems Inc., Hollywood, to Frank Wisbar Productions, that city, in same capacity for NBC-TV *Fireside Theater.*

Alan S. Lee, independent Chicago producer, named writer-director, Kling Studios, that city.

Fred Maguire, film editor, Roland Reed Productions, Culver City, promoted to supervising film editor. He succeeds **Roy Luby,** who joins Family Films, Hollywood, as producer.

Lee Traver, casting dept., Universal-International, to Harold Chiles Inc., Hollywood, as associate to cast independent tv films and motion pictures.

William R. Johnson, freelance writer-director, to Kling Studios as script writer.

Kathleen Freeman, who portrays the maid in CBS-TV *Topper* film series, assigned the continuing role of Marilly in upcoming *Mayor of the Town* film series, being produced by Rawlins-Grant Inc., Hollywood.

Frederick Gately, cameraman, Rawlins-Grant, Hollywood, on *Mayor of the Town,* adds same duties with Gross-Krasne Inc. on new *Big Town* series.

Jean Hersholt, star of former CBS Radio *Dr. Christian* and proposed tv film version, re-elected president of Motion Picture Relief Fund for the 17th year. **George Bagnall,** president of George Bagnall & Assoc., Beverly Hills distribution firm, re-elected a vice president.

Matthew M. Fox, board chairman and president, Motion Pictures for Television, and Yolande Betbeze, "Miss America of 1951," were married July 4.

30 Speakers Scheduled For August BMI Tv Clinics

MORE than 30 tv station managers, program directors and other officials will serve as speakers at the three BMI tv clinics to be held early in August: Aug. 2-3 at the Hotel Biltmore, New York; Aug. 5-6 at the Hotel Sheraton, Chicago; Aug. 9-10 at the Hotel Statler, Los Angeles [B•T, May 31]. Twelve more tv executives will serve as alternating chairmen of the clinic sessions, one to be held each morning and afternoon of each two-day meeting.

The 11-speaker teams for each clinic will treat with such problems of tv station operation and programming as: film buying and operating for profit, time and money saving techniques in production, low-cost local programming, local music and disc jockey treatment, film clearance and music rights, local news and special events, tv promotion and public relations.

Glenn Dolberg, BMI's station relations vice president, said Friday that advance registration for the clinics indicates representation of every state in the Union at the three meetings. Accordingly, he said, the clinic speakers have been chosen from widely separated markets from all parts of the land, as well as to represent all types of tv markets and station operation, so far as is possible.

CBS-TV to Use 33 1/3s, 45s

PLANS for conversion of its facilities to accommodate microgroove recordings were announced last week by CBS-TV. Frank Falknor, vice president in charge of operations, explained that the move was based on the "growing importance" of 33 1/3 and 45 rpm records and "decreasing availability" of 78 rpm's.

Horace Guilotte, director of operations, CBS Radio, said similar equipment is being installed in CBS Radio's originating studios in Los Angeles. The network already has such equipment in New York.

Tower to Handle A-V Tapes

A-V TAPE Libraries Inc., New York, announced last week it has completed arrangements with Tower Productions Ltd., Ottawa, under which the latter firm will distribute the A-V line of recorded tapes in Canada.

NICK BASSO (r), director of news operations for WSAZ-AM-TV Huntington, W. Va., explains the operation of the stations' new AP Facsimile machine to Leroy E. Kilpatrick, vice president and technical director of WSAZ Inc.

CBS

WMAR-TV
More in Baltimore

1—One main and one auxiliary (kitchen) studio with two studio-type image orthicon cameras.

2—Three 16-mm projectors; two film camera chains, one Balopticon projector; two Kodak slide (2x2) projectors; one 36-mm strip-film projector; projectall with tape news service.

3—Two Houston 16-mm film processors.

4—One Bell and Howell film printer.

5—Seven type-DE 16-mm cameras; two Auricon 16-mm sound cameras, two 16-mm Zoomar lenses.

6—Two completely modern custom built units for live remote pickups; one equipped with three TV camera chains; the second equipped with two camera chains; three complete microwave relay links; Zoomar, Reflectar and special prismatic effects lenses; other essential equipment.

7—Network color equipment; also Telechrome Flying Spot Scanner for local origination and projection of transparent 2x2 color slides.

8—100-KW effective radiated power with the electrical center of the antenna 591 feet above the ground.

MAXIMUM EFFECTIVE POWER UNDER F C C STANDARDS

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

P&G'S NETWORK TIMEBUYING IN MAY TOTALED OVER $3 MILLION, PIB REPORTS

Tv network billings rose more than $400,000 in month that normally marks beginning of summer decline.

FOR the first time in broadcast history, an advertiser has purchased more than $2 million worth of time in network tv and more than $3 million worth of time in network tv and radio combined.

In May 1954, Procter & Gamble Co. purchased tv network time worth $2,045,292 gross, according to a B•T compilation of this company's time expenditures as reported by Publishers Information Bureau. The same month, P & G also bought $1,115,741 worth of radio network time, also at gross rates and also according to PIB data.

The tv networks in May also had another million-dollar account, another soap manufacturer, Colgate-Palmolive Co., but P & G was the only such client of the nationwide radio networks.

Traditionally marking the beginning of the summer decline in network time sales, May of this year showed little difference from the figures for April [B•T, June 21]. Radio network billings dropped about $160,000 and tv network billings rose a little more than $400,000.

Leading Radio Network Advertisers by Each Product Group During May, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,029
Apparel, Footwear & Access.	Knomark Mfg. Co.	61,510
Auto., Auto. Equip. & Access.	Chrysler Corp.	290,710
Beer, Wine & Liquor	Anheuser-Busch	147,464
Bldg. Mat., Equipment & Supplies	Johns-Manville Corp.	100,053
Confectionery & Soft Drinks	William Wrigley Jr. Co.	134,599
Consumer Services	American Tel. & Tel. Co.	78,426
Drugs & Remedies	Miles Labs	521,241
Food & Food Products	General Foods Corp.	350,940
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	101,186
Horticulture	Ferry-Morse Seed Co.	22,640
Household Equipment	Philco Corp.	77,381
Industrial Materials	General Electric Co.	86,270
Insurance	Prudential Insurance Co. of America	63,469
Jewelry, Optical Goods & Cameras	Longine-Wittnauer Watch Co.	117,854
Office Equip., Stationery & Writing Supplies	Hallmark Cards	83,250
Publishing & Media	Elcevier Press	45,621
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	General Electric Co.	69,108
Smoking Materials	P. Lorillard Co.	292,983
Soaps, Cleansers & Polishes	Procter & Gamble Co.	693,308
Toiletries & Toilet Goods	Gillette Co.	451,651
Transportation & Resorts	Assn. of American RR	79,021
Miscellaneous	American Federation of Labor	107,960

Leading Tv Network Advertisers by Each Product Group During May, 1954

Agriculture & Farming	Monsanto Chemical Co.	$ 74,392
Apparel, Footwear & Access.	Knomark Mfg. Co.	68,272
Automotive, Auto. Equip. & Supplies	General Motors Corp.	766,744
Beer, Wine & Liquor	Pabst Brewing Co.	219,280
Bldg. Mat., Equip. & Fixtures	Sherwin-Williams Co.	54,060
Confectionery & Soft Drinks	Coca-Cola Co.	207,764
Consumer Services	Electrical Cos. Adv. Program	72,042
Drugs & Remedies	American Home Products Corp.	331,438
Food & Food Products	General Foods Corp.	823,062
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	127,452
Horticulture	Florists Te'egraph Delivery Service Assn.	11,737
Household Equipment	General Electric Co.	487,233
Household Furnishings	Armstrong Cork Co.	131,388
Industrial Material	Reynolds Metals Co.	166,245
Insurance	Prudential Insurance Co. of America	122,628
Jewelry, Optical Goods & Cameras	Benrus Watch Co.	86,575
Office Equip., Stationery & Writing Supplies	Hallmark Cards	154,938
Publishing & Media	Crowell-Collier Publishing Co. and Curtis Publishing Co. (each)	3,619
Radio, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	287,215
Smoking Materials	R. J. Reynolds Tobacco Co.	891,268
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,939,420
Toiletries & Toilet Goods	Colgate-Palmolive Co.	915,268
Transportation & Resorts	Pan-American World Airways	38,370
Miscellaneous	Swift & Co.	125,178

Smoking in New York

TWICE AS MANY New York men and four times as many women were smoking filter tip cigarettes in May of this year as in that month a year ago, according to a new study issued by WOR New York. The study is part of a regular series of monthly product polls conducted by Pulse Inc. for WOR as a service to the station's advertisers.

The study, covering interviews with more than 2,700 adults in 1,500 households, shows that the proportion of men who smoke has not changed in the past year, while the proportion of women smokers had dropped 8%; that younger groups of both sexes include a larger percentage of smokers than the older groups; that women are proportionately a better market for king-size cigarettes than men, and that numerically the greatest number of both male and female smokers is in the 36-50 age group.

Top Ten Radio Network Advertisers In May, 1954

1.	Procter & Gamble Co.	$1,115,741
2.	Miles Labs	521,241
3.	Colgate-Palmolive Co.	487,189
4.	Gillette Co.	451,651
5.	Lever Bros. Co.	425,016
6.	General Foods Corp.	350,940
7.	Sterling Drug	317,036
8.	P. Lorillard Co.	292,983
9.	Chrysler Motors	290,710
10.	American Home Products Corp.	288,447

Top Ten Tv Network Advertisers in May, 1954

1.	Procter & Gamble Co.	$2,045,292
2.	Colgate-Palmolive Co.	1,136,491
3.	General Motors Corp.	910,492
4.	R. J. Reynolds Tobacco Co.	891,268
5.	General Foods Corp.	823,062
6.	American Tobacco Co.	822,463
7.	Gillette Co.	686,907
8.	Chrysler Corp.	625,674
9.	P. Lorillard Co.	596,623
10.	Lever Bros. Co.	576,570

Gross Radio Network Time Sales by Product Groups For May and January-May, 1954, Compared to 1953

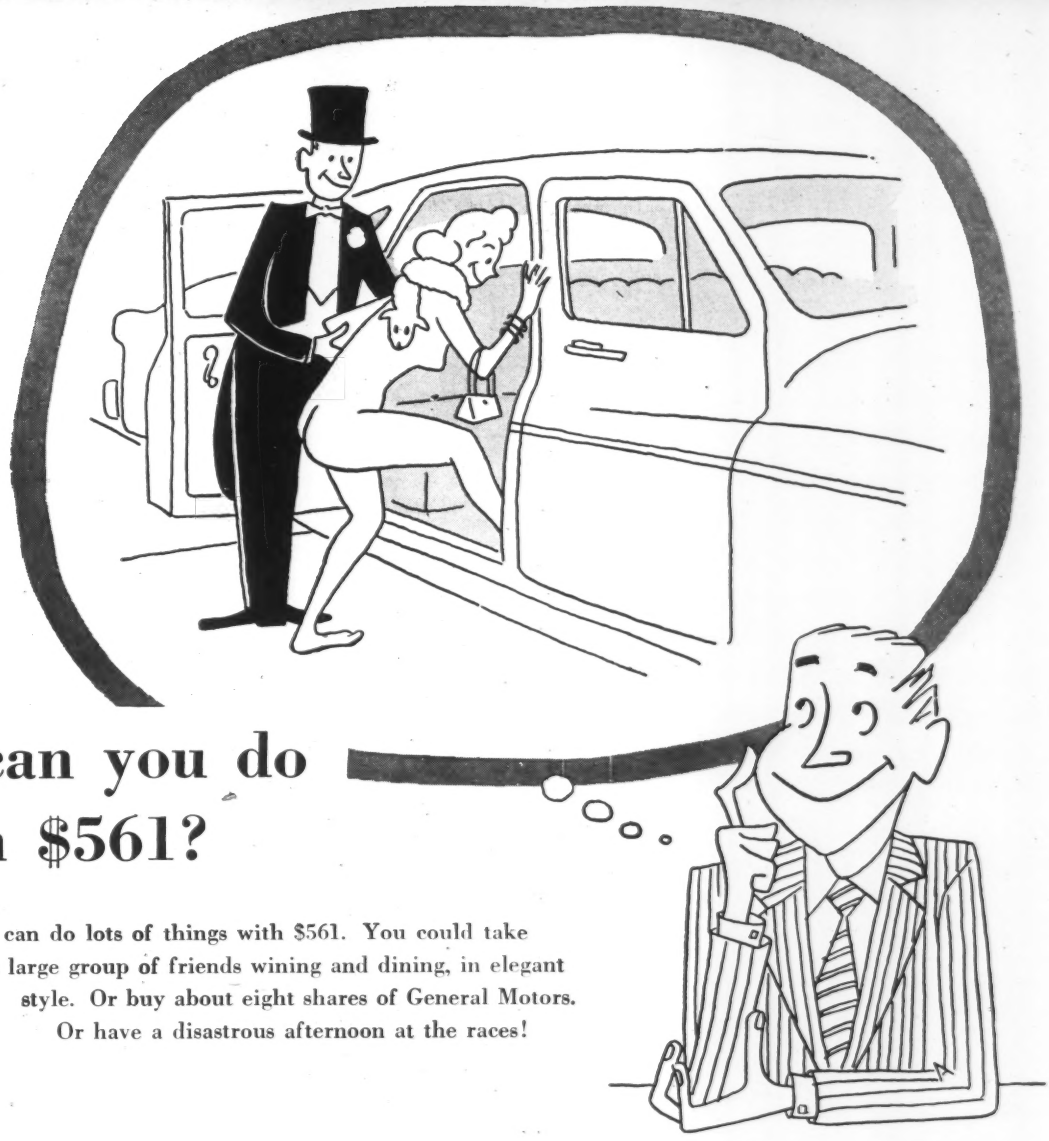
	May 1954	Jan.-May 1954	May 1953	Jan.-May 1953
Agriculture & Farming	$ 85,408	$ 443,207	$ 113,992	$ 540,046
Apparel, Footwear & Access.	74,649	338,492	101,985	539,218
Auto., Auto. Access. & Equipment	957,352	4,360,106	510,950	2,534,664
Beer, Wine & Liquor	317,115	1,261,898	151,137	773,338
Bldg. Mat., Equip. & Fixtures	138,760	710,035	67,634	355,783
Confectionery & Soft Drinks	195,715	1,091,987	307,513	1,249,735
Consumer Services	124,064	578,027	235,871	1,086,837
Drugs & Remedies	1,513,334	8,475,570	1,935,999	9,536,052
Food & Food Products	2,280,160	12,977,724	3,212,301	16,097,970
Gasoline, Lubricants & Other Fuels	328,124	2,495,316	372,451	2,082,907
Horticulture	34,920	124,643	33,136	107,324
Household Equipment & Supplies	342,022	1,742,549	611,506	3,021,153
Household Furnishings	.....	224,901	209,580	945,202
Industrial Materials	86,270	386,167	125,162	708,795
Insurance	190,857	972,713	180,719	820,387
Jewelry, Optical Goods & Cameras	166,079	677,155	82,786	463,266
Office Equip., Stationery & Writing Supplies	156,106	591,681	83,225	366,312
Publishing & Media	94,486	335,578	26,704	94,296
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	146,346	914,943	137,175	965,616
Retail Store & Direct by Mail	.....	.....	1,545	6,489
Smoking Materials	866,505	5,090,891	1,420,380	6,884,794
Soaps, Cleansers & Polishes	1,287,269	6,589,903	1,257,500	6,202,002
Sporting Goods & Toys	.....	294	.....	.....
Toiletries & Toilet Goods	1,801,454	9,068,351	2,302,211	11,431,051
Transportation & Resorts	91,143	558,653	63,392	332,381
Miscellaneous	819,927	3,740,010	488,677	2,206,445
TOTALS	$12,098,065	$63,750,794	$14,013,531	$69,352,063

Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups For May and January-May, 1954, Compared to 1953

	May 1954	Jan.-May 1954	May 1953	Jan.-May 1953
Agriculture and Farming	$ 74,392	$ 74,392	.....	.....
Apparel, Footwear & Access.	215,270	1,545,739	214,093	1,241,620
Automotive, Auto. Equip., & Supplies	2,476,046	11,444,117	1,517,467	7,003,147
Beer, Wine & Liquor	613,474	2,826,248	372,927	2,028,402
Bldg. Materials, Equip. & Fixtures	154,970	670,318	52,500	126,155
Confectionery & Soft Drinks	489,184	3,061,614	607,209	2,602,912
Consumer Services	72,042	385,163	52,464	315,036
Drugs & Remedies	1,021,803	5,597,914	683,790	3,959,898
Food & Food Products	5,064,958	24,776,266	3,441,395	15,596,956
Gasoline, Lubricants & Other Fuels	192,382	1,363,364	291,180	1,416,132
Horticulture	11,737	23,406	3,068	3,068
Household Equipment	2,159,186	10,974,958	1,610,757	7,530,622
Household Furnishings	426,068	2,055,811	299,348	1,420,836
Industrial Materials	575,356	2,619,637	420,474	2,069,969
Insurance	167,555	775,577	130,315	583,102
Jewelry, Optical Goods & Cameras	296,057	1,253,314	271,128	1,233,051
Office Equip., Stationery & Writing Supplies	476,280	1,981,948	160,934	568,204
Publishing & Media	7,238	69,588	2,567	172,673
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	894,090	3,863,216	321,370	1,559,103
Retail Stores & Direct by Mail	....	42,345	.....	23,175
Smoking Materials	3,618,784	17,241,164	2,940,523	14,204,920
Soaps, Cleansers & Polishes	3,005,350	13,902,248	1,590,346	8,845,799
Sporting Goods & Toys	.....	28,900	.....	15,038
Toiletries & Toilet Goods	3,607,999	17,121,316	3,052,241	13,779,722
Transportation & Resorts	38,370	561,050	12,149	222,774
Miscellaneous	283,088	1,237,251	279,677	1,008,428
TOTALS	$25,941,679	$125,496,864	$18,327,922	$87,530,740

Source: Publishers Information Bureau



What can you do with $561?

You can do lots of things with $561. You could take a large group of friends wining and dining, in elegant style. Or buy about eight shares of General Motors. Or have a disastrous afternoon at the races!

ON WOAY $561 will buy 26 quarter hours!

WOAY, Oak Hill, is West Virginia's second most powerful station!

Its 10,000-watt signal covers 21 counties —

delivers a total Nielsen audience of 102,200 radio homes —

delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for all the facts.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME 4-Week Cum. NCS Circ.	% *	Weekly NCS Circ.	% *	Average Day NCS Circ.	% *
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

VIDEODEX TOP-TEN SPOT SHOWS*

JUNE 1-7, 1954

	Name of Program	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	I Led Three Lives ..... (Ziv Tv)	20.7	109	5,998
2.	Badge 714 ..... (NBC Film)	18.9	115	5,180
3.	Liberace ..... (Guild Films)	18.5	121	5,421
4.	Annie Oakley ..... (CBS-TV Sales)	16.1	46	2,823
5.	Kit Carson ..... (MCA-TV Ltd.)	15.0	63	2,334
6.	Waterfront ..... (UTP)	14.9	37	1,994
7.	Life With Elizabeth ..... (Ziv Tv)	14.8	50	2,517
8.	Cisco Kid ..... (Ziv Tv)	14.6	83	3,667
	Wild Bill Hickok ..... (William Broidy)	14.6	70	3,586
9.	Duffy's Tavern ..... (MPTV)	14.4	36	2,218
	City Detective ..... (MCA-TV Ltd.)	14.4	43	1,867
10.	Boston Blackie ..... (Ziv Tv)	13.9	61	2,656

* Programs appearing in a minimum of 20 markets.

ARB RATES 'LUCY' AT TOP WITH 56.8

TOPPING American Research Bureau's ratings on television network evening once-a-week shows for the June 5-11 period was CBS-TV's *I Love Lucy*, for both rating and number of viewers. NBC-TV's *Dragnet* was second highest in ratings and CBS-TV's *Toast of the Town* was second in number of viewers. The list:

	Program Network	Rating
1	I Love Lucy (CBS)	56.8
2	Dragnet (NBC)	41.9
3	Jackie Gleason (CBS)	41.4
4	Toast of the Town (CBS)	41.1
5	What's My Line? (CBS)	40.0
6	You Bet Your Life (NBC)	39.9
7	This Is Your Life (NBC)	38.1
8	Your Hit Parade (NBC)	36.7
9	Talent Scouts (CBS)	34.1
10	I've Got a Secret (CBS)	33.1

	Program Network	Viewers (Add 000)
1	I Love Lucy (CBS)	47,090
2	Toast of the Town (CBS)	34,930
3	Jackie Gleason (CBS)	33,890
4	Dragnet (NBC)	33,480
5	Your Hit Parade (NBC)	29,610
6	You Bet Your Life (NBC)	29,270
7	Your Show of Shows (NBC)	27,110
8	Milton Berle (NBC)	25,500
9	Godfrey and His Friends (CBS)	25,270
10	This Is Your Life (NBC)	24,600

7,713 COLOR SETS PRODUCED TO DATE

FACTORY output of color tv sets totaled 7,713 receivers in the first five months of 1954, Radio-Electronics-Tv Mfrs. Assn. announced today (Monday) in the first disclosure of production figures [CLOSED CIRCUIT, June 7].

RETMA threw no light on what happened to these color sets once they came off the factory lines nor could it offer any data on the companies that turned them out. Announcement of total month-by-month output had been delayed because figures would have served to reveal the RCA production, inasmuch as it was first to get its lines moving. RETMA maintains strict secrecy on individual company figures.

Many of the 7,713 receivers of which 2,982 were produced in May, are being used for demonstration and industry purposes, with an unknown number resting in warehouses and showrooms.

Monthly figures on color production will be issued from now on, unless the disclosure problem arises again. Delay in converting to larger color picture tubes and development of cheaper types of tubes are influencing production.

Usual downward trend and labor problems caused a May decline in total output of both radio and television receivers, according to RETMA. Radio output totaled 722,104 sets in May, lowest figure for the year. The total radio output for five months of 1954 is 4,048,904 sets. May tv ouput was 396,287 sets, or 2,301,005 for the year. Last year 3,309,757 tv and 6,102,711 radios were made in the first five months.

Of May's radio production, 9,189 sets had fm tuning plus 721 tv sets with fm circuits. Uhf tv output totaled 537,052 sets for five months, less than 25% of the total, with 86,790 uhf-equipped sets produced in May.

Factory sales of tv picture tubes totaled 584,782 units in May compared to 727,655 in April and 579,332 in May of last year. Five-month picture tube production totaled 3,275,301 units compared to 3,633,288 a year ago.

In May 28,650,825 receiving tubes were sold by factories compared to 29,640,942 in April.

Radio and tv set production in 1954 follows:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
TOTAL	2,301,005	1,086,921	701,135

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
TOTAL	1,744,160	516,688	4,048,904

NNR PUTS 'LUCY' FIRST WITH 50.9

THE A. C. Nielsen Co. ratings on television network evening once-a-week shows for the two weeks ending June 12, placed CBS-TV's *I Love Lucy* at the top with NBC-TV's *Dragnet, Bob Hope Show* and *Colgate Comedy Hour* holding consecutive places in both number and percentage of tv homes reached. The Nielsen list:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,939
2	Dragnet (NBC)	13,152
3	Bob Hope Show (NBC)	12,329
4	Colgate Comedy Hour (NBC)	11,513
5	Ford Theatre (NBC)	10,142
6	You Bet Your Life (NBC)	9,998
7	Your Hit Parade (NBC) (American Tobacco)	9,844
8	Pabst Blue Ribbon Bouts (CBS)	9,668
9	This Is Your Life (NBC)	9,516
10	Jackie Gleason Show (CBS)	9,497

PERCENT OF TV HOMES REACHED PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	50.9
2	Dragnet (NBC)	45.7
3	Bob Hope Show (NBC)	44.3
4	Colgate Comedy Hour (NBC)	39.7
5	Ford Theatre (NBC)	37.0
6	This Is Your Life (NBC)	35.8
7	You Bet Your Life (NBC)	34.8
8	Jackie Gleason Show (CBS)	34.8
9	Buick-Berle Show (NBC)	34.6
10	Your Hit Parade (NBC) (American Tobacco)	33.7

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Scheiner Joins Cottone In Radio-Tv Law Firm

ARTHUR SCHEINER, who resigned last week as chief of the FCC Broadcast Bureau's Rules & Standard Division, has joined in the private practice of radio-tv law with former FCC General Counsel Benedict P. Cottone. The new firm of Cottone & Scheiner is at 1631 K St. N.W., Washington, D. C. Telephone: Republic 7-7795.

A native of New York, Mr. Scheiner attended New York U. and Columbia U. Law School,

MR. COTTONE

MR. SCHEINER

receiving his law degree from the latter in 1940. In the Army from 1941-45, Mr. Scheiner joined FCC as an attorney in 1946 but left the following year to join the New York law firm of Barren, Rice & Rockmore. He rejoined the Commission in 1948 and in 1951 became assistant chief of the Rules & Standards Division. He was promoted to chief in 1952.

Roberts & McInnis Moves

WASHINGTON law firm of Roberts & McInnis has moved to Continental Bldg., 14th St. at K St., N.W., Washington 5, D. C. Telephone number remains Metropolitan 8-0032.

PROFESSIONAL SERVICES PEOPLE

William H. Gacke, marketing and sales controller, Leo J. Meyberg Co., Los Angeles RCA distributors, to Gould, Gleiss & Benn Inc., same city, marketing consultants, as account executive.

Robert E. Kenyon Jr., advertising director, *Printers' Ink*, advertising, management and sales magazine, N. Y., named publisher and vice president of Printers' Ink Publishing Co., succeeding **C. B. Larrabee,** named chairman of the board; **Richard W. Lawrence Jr.,** formerly vice president, elected president, also succeeding Mr. Larrabee.

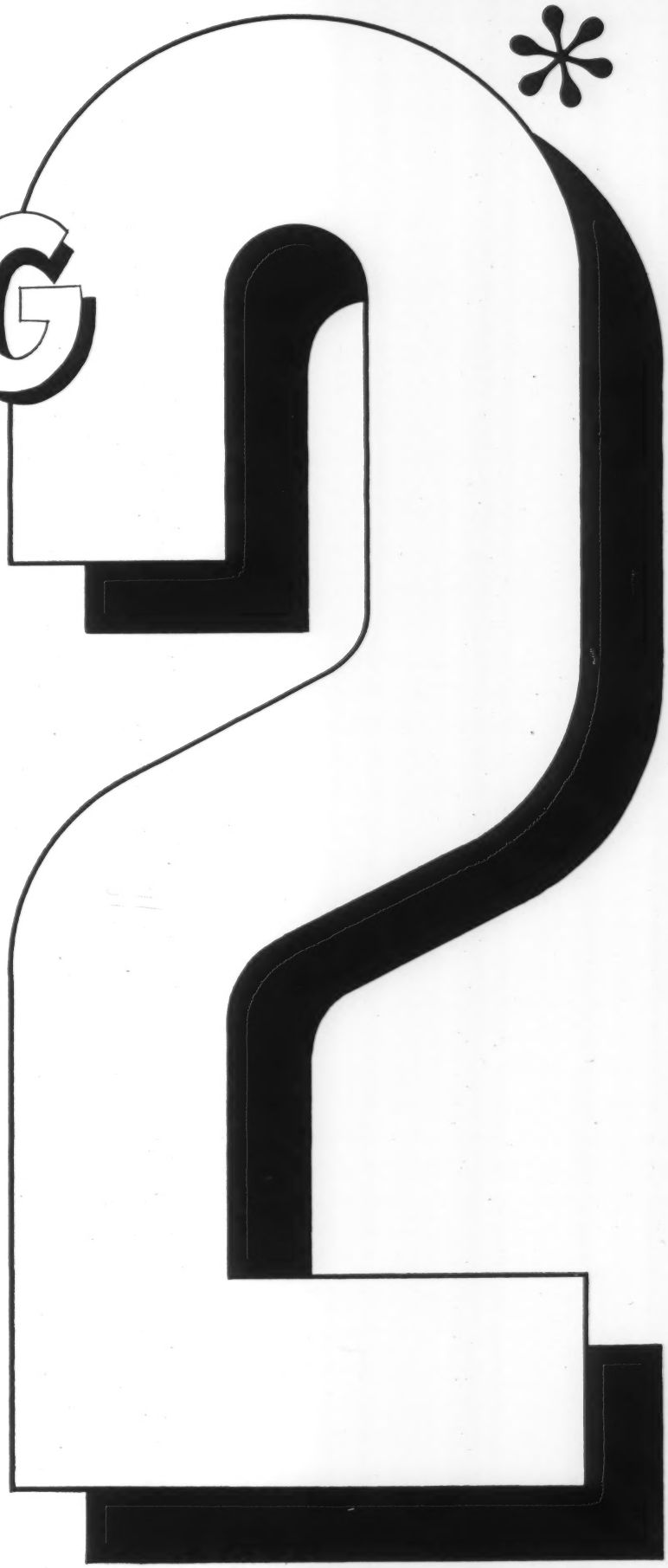
Gardiner & Ross, publicity and public relations, Beverly Hills, moves to 9956 Santa Monica Blvd.

Hold That Viewing

MAJORITY of housewives appear to favor a limit on the amount of television viewing by children under 12 years of age, according to a study by Schwerin Research Corp. made public today (Monday). Interviews were conducted among 764 women in the greater New York area. It showed that 3% of women favored no tv viewing at all; 55%, one or two hours; 26%, three or four hours; 3%, five or six hours, 13%, as long as children liked.

IN UTAH

The BIG



* **KUTV Channel 2**

goes on the air September 7 in Salt Lake City. It is Utah's most powerful station . . . with ABC programming and a mighty "plus" in showmanship for its Billion Dollar Market. Now's the time to see your George P. Hollingbery representative for full information on the best TV buy in the West.

Buy the Big 2 in Utah

KU2TV

TELEVISION CENTRE — SALT LAKE CITY

SRA CITES OPPOSITION BY TV STATIONS TO 'ALL INDUSTRY' PROMOTION PROGRAM

SRA Managing Director T. F. Flanagan poses some questions asked by stations about the move for a tv promotion bureau, and in answering them indicates networks and stations are natural competitors on the national spot sales level. SRA also claims networks used undue influence in NARTB to block stations' 'own organization.'

OPPOSITION to the proposal to merge TvAB, formed as a "station only" tv promotion and sales organization, into the "all industry" promotion program sponsored by NARTB [B•T, July 5] appeared to be forming last week, according to comments made by tv station operators to their sales representatives in New York.

Asked by B•T to summarize the gist of the station reaction, T. F. Flanagan, managing director of Station Representatives Assn., conferred with SRA members and reported five major questions which stations are asking:

1. Was TvAB founded with the encouragement of SRA?

2. What kind of promotion organization do the stations want?

3. Why did NARTB interfere in a spontaneous movement of the broadcasters?

4. What part are the networks playing in the NARTB action?

5. Was TvAB conceived as anti-network and how about SRA—is it anti-network?

Echoing the provocative tenor of the questions, SRA's answers (a 12-page document) vigorously emphasize that many tv station operators still feel as they did when the formation of TvAB was first proposed—that it ought to be devoted to the sales problems of the stations, who individually cannot afford the kind of research, promotion and sales development that the networks can—and do—easily maintain for themselves.

Proudly admitting its part in the formation of TvAB, in answer to the first question, SRA reports that the stations had for some years discussed with their representatives the need for a collective sales promotion organization, that the matter had come up at SRA meetings and that early this year a decision was reached to hold a meeting in New York at the time of the ANPA annual meeting when many tv station executives would be in that city.

"No other form of organization was even remotely on the horizon, so far as the stations or their representatives knew," SRA states. The plan of NARTB for a tv promotion bureau, subsequently revealed [B•T, May 3], "must have been a well kept secret, because certainly the stations did not know it," said SRA.

'Station Only' Decided

The New York meeting, April 22-23, opened with a slide presentation made by SRA on the need of tv stations for an organization to do for them what the ANPA Bureau of Advertising has done for newspapers and wound up with some 25 stations agreeing to launch a drive to establish TvAB on the "station only" principle. SRA, through its president, John Blair, offered to advance the new organization $5,000, to be paid back from station dues, and before the session ended a total of $12,500 had been raised for immediate expenses.

Richard A. Moore, KTTV (TV) Los Angeles, elected temporary chairman, called a meeting of the organizing committee, expanded to some 40 station officials, for May 14 in Chicago. Here the enlarged group debated long and earnestly the type of organization they needed and unanimously decided that it should be one to serve the stations in developing local and national spot sales [B•T, May 17]. The sentiment of the group is described by SRA as follows:

" 'All industry' is an engaging but misleading and largely emotional slogan. It is one of those easy, pat phrases to which one may subscribe without devoting too much thought to it. As we have pointed out before, television is not one industry, it is several. These several industries have many common problems, to be sure, in the field of engineering, government relations, labor problems, program standards and allied questions on the operating level.

But, in the sales area, they are distinctly separate and actively competitive, and it is at this level that there must be a separation of function. The networks must, and in fact can, solve their own sales problem independent of the stations' interest. But by the same token the stations must solve their own sales problem, which can be done only by unified action of the whole group of stations."

Declaring that "there is no question in the stations' minds about the competition between network and spot for the advertiser's appropriation," the SRA review of the TvAB situation points out that in fact, such competition is required by the FCC Chain Broadcasting rules.

"We conclude," SRA quotes the Commission Report on Chain Broadcasting, "that it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will be best served, and listeners supplied with the best programs, if stations bargain freely with national advertisers."

Further, SRA notes, the same document states, " . . . The network may have interests quite disparate from its outlets. . . . It may own stations itself, and hence be in a position where it will profit more by favoring the scheduling of programs over the stations it owns rather than over the full network."

When TvAB organizers reported to an overflow meeting on the opening day of the NARTB convention in Chicago, SRA reports, their whole program was acclaimed, and before the convention was over 105 tv stations had made firm or provisional enrollment [B•T, May 31]. Meanwhile, NARTB had disclosed its long study of tv promotion and its plans to form an all industry promotion organization for television. But, as NARTB spokesmen said at the time, it serves networks as well as stations and cannot therefore join in any activity which concerns only a part of its membership.

Networks 'Disproportionate'

SRA states that "the networks have a disproportionate representation on the NARTB Board of Directors" as compared to station members and charges the networks with "using their financial directorship and personal power in NARTB to prevent the stations' own organization."

As to whether TvAB is "anti-network" SRA declares that it is so "only if we assume that a station's own efforts to sell its time and programs is 'anti-network.' TvAB is concerned only with making the sales effort of the individual station more effective. . . . The simple fact is that every advertising medium with which the tv station is in competition either is itself capable of carrying on a coordinated program of national promotion or is represented by a strong association capable of doing so. Only tv stations remain unorganized and therefore uncoordinated in their approach to the problem of promotion of the medium itself. TvAB's

A HOST of personalities gathers at a meeting of the Country Music Disk Jockeys Assn. held at WSM Nashville, Tenn. The association was formed last November at the National Disk Jockey Festival. L to r: seated—William R. McDaniel, WSM director of public relations; Nelson King, CMDJA president and disc m.c. at WCKY Cincinnati; Cracker Jim Brooker, WMIE Miami; Jack Stapp, WSM program director; standing—Hardrock Gunter, WJLD-WJLN (FM) Birmingham, Ala.; Tommy Sutton, CMDJA secretary, WING Dayton; Casey Strong, KALT Texarkana, Tex.; Earl Davis, CMDJA vice president, WFHG Bristol, Va.; Dal Stallard, CMDJA treasurer, KCMO Kansas City; Tom Jackson, WKAB Mobile, Ala.; Eddie Hill, WSM, and Lute Williamson, WREB Holyoke, Mass. General membership meeting is planned Nov. 18 at Nashville.

His viewers think he's the

SMARTEST MAN IN SAN FRANCISCO

(his local sponsors think they are!)

Time isn't always available on "William Winter and the News," San Francisco's longest continuously-sponsored program (one segment by the same sponsor for over five years).

As this is written, it is, and it's worth checking for William Winter means sure-fire penetration of Northern California.

Consistently among the top ten multi-weekly TV programs since 1952 (something no other local origination can boast), "William Winter and the News," with Winter's startlingly accurate analysis of world and national events, has an almost fanatically loyal and responsive audience of thinking Californians.

Ask your Katz man about this "open Sesame" to sales.

CBS TELEVISION

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CHANNEL

SAN FRANCISCO, CALIF.

...affiliated with CBS and DuMont Television Networks

...represented by the Katz Agency

function, therefore, is not to be 'anti' anything, but to engage in healthy competition with all other advertising media for the national and local advertiser's dollar."

As to itself, SRA states that it is "pro-spot," that it "has fought valiantly to maintain radio's and television's intrinsic sales value and rate card integrity," that "it resists network rate cuts and the new, mostly unsuccessful, incursions of the networks into the stations' profitable spot business." Yet, SRA avers, "the stations it represents need the networks, just as the networks need the stations."

Other questions directed at SRA, its statement concludes, should more properly be addressed to Mr. Moore, acting chairman of TvAB, and it urges stations not to be hesitant about letting him and NARTB know exactly where they stand.

"The stations should decide what kind of promotion bureau they are going to pay dues to support. The reception of TvAB prior to and at Chicago, and since, has indicated what the stations think. When TvAB announces the membership acceptances they have, and the money in the till, it will be clearly seen that TvAB is the organization the station wanted in the form they want it."

Tower Urges Broadcasters To Heed Wage-Hour Rules

BROADCASTERS are making careful studies of their staff employment and the regulations of the Wage & Hour Division, Charles H. Tower, NARTB employe-employer relations manager, said Thursday in an address to the Virginia Assn. of Broadcasters, meeting at Natural Bridge.

Mr. Tower warned that recent inspections of radio and tv stations by the division are bringing "disturbing reports of a high incidence of violation."

Most frequent station violations reported by the division are: Announcers and other nonexempt employes selling on their own time; permitting an hourly rate to evolve by practice into a fixed salary for a fluctuating workweek; shift trading.

"One of the most important services that we provide for NARTB members is in the area of the application of wage-hour rules," Mr. Tower said. "Our efforts in this area are two-pronged: First, to get the most realistic official interpretation that can be secured, and, second, to let broadcasters know just as clearly as we can what these interpretations emanating from Washington mean at the local level."

Mr. Tower pointed out that the wage-hour law sometimes makes an "uncomfortable bedfellow" for broadcasters because the industry doesn't run on a continuous eight-hour basis and a stop watch cannot measure the work to be performed. He argued it is well worthwhile to keep checking the adjustment of a station to federal requirements. His address covered many of the operational problems now confronting the industry.

N. C. Radio-Tv Course Ends

CERTIFICATES of completion have been awarded 16 students, following completion of the Fourth North Carolina High School Radio-Tv Institute. The 15-day session, sponsored jointly by the North Carolina Assn. of Broadcasters and the U. of North Carolina's radio-tv and motion pictures department, was designed to give the students practical experience in the various elements of broadcasting.

INDUSTRY CONTRIBUTION CITED AT MASS. WORKSHOP

Fallacious criticisms answered by NARTB's Fellows in describing commercial radio-television's record.

AMERICAN broadcasting, responding to public interest and reflecting tastes of the millions, has made notable contributions to the nation's culture, NARTB President Harold E. Fellows said Wednesday in an address to the communications workshop held under auspices of the Massachusetts Dept. of Education.

Programs of penetrating cultural significance "have been provided in the presence of millions of people where but a few years ago only a handful were so favored," he said.

Mr. Fellows referred to criticisms sometimes aimed at commercial broadcasting this way, "I am sure commercial radio and tv broadcasting has been a disappointment to those few who conceived of it as an exclusive avenue for reaching America with a steady diet of formal cultural programs. Some of the more vocal of broadcasting's critics have tenaciously held to that view, and in contrast to it, the commercially sponsored programs that fill our homes with entertainment, news and music have been repeatedly characterized as heralding the doom of our cultural standards. I reject such a narrow concept, and I believe the overwhelming majority of Americans reject it as well."

Reflects Preferences

Describing the "heart of our manner of broadcasting" as "the voluntary action of the listener and viewer and the competitive efforts of program producers to win public acceptance," Mr. Fellows said it is inevitable that the scope of American broadcasting will reflect the fundamental tastes and preferences of the people. This leads to a diversity of program types, he said, "but our obligations to minority interests lead us considerably beyond that single evaluation point. It is here that one of the most interesting aspects of American programming policy comes into play. By deliberate choice and with persuasive social and economic arguments in full view, the American broadcaster does not deliberately turn his back on anyone. As he responds to satisfy what research has taught him is a minority program interest, he undertakes to carry with him an accumulated audience he knows will not accept with any marked enthusiasm his shift in program type."

He contended this challenge results in the creation of new production techniques blending the unfamiliar with the familiar. While critics charge that culture is diluted and education is watered-down in this process, Mr. Fellows contended the people's interest is whetted for formal education and culture.

Achievements of educational and public service staffs operating in the great majority of radio and tv stations and networks are unheralded and unappreciated, he said, crediting them with "a vital role in preserving and improving our broadcasting."

He said the typical station works closely with educational institutions and recognizes "that the schools possess unusual program resources." He voiced appreciation for the growing awareness on the part of colleges and universities in providing means of training personnel for the broadcasting industry and explained how NARTB supports the need for broad general background in training.

The association is a member in University Assn. for Professional Radio Education.

More Radio Successes

BAB has distributed to members four new "Radio Gets Results" stories describing successful use of radio advertising by a furniture manufacturer, an automobile parts and accessories shop, a drug store chain and an International Harvester appliances dealer. The release of this data is part of a continuing BAB service, under which members receive four reports each month on "Radio Gets Results." The latest release covers background information on the advertiser, selling objectives, use of radio and results obtained for the Blackstone Corp., Jamestown, N. Y.; Day and Night Auto Parts, Yakima, Wash.; Peoples Drug Stores, Washington, and Glenn Motor and Equipment Co., Satsop, Wash.

AWRT of N. Y. Slates State Conference Oct. 8

NEW YORK State Conference of American Women in Radio & Television will be held in New York Oct. 8-10 at the Park Sheraton Hotel, officials announced last week. They estimated about 300 women would attend. Jane Barton, program director for the New York State Radio & Motion Picture Bureau, is conference chairman, and Barbara Jones of Donahue & Coe is vice chairman.

Other committee chairmen are: registration, Ruth Crawford, ABC; arrangements, Adele Kenyon, WLNA Peekskill; hospitality, Edythe Meserand; information, Viola Becker, of V. S. Becker Productions and Iva Bennet, WNYC New York, co-chairmen; and publicity, Henriette K. Harrison, radio and tv consultant and producer.

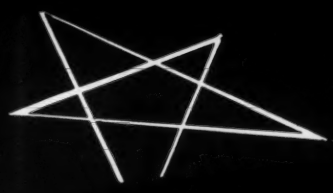
The New York City chapter of AWRT, headed by Nancy Craig, ABC-TV, will be host. Sally Work, WBEN Buffalo, is AWRT state chairman.

TRADE ASSNS. PEOPLE

Jack Northrup, associate advertising manager, Purex Corp. Ltd., South Gate, Calif., elected president, Southern California chapter, American Marketing Assn. Also elected were **Roger Cooper,** West Coast manager, American Research Bureau Inc., Monterey Park, Calif., first vice president; **Warren Murdock,** market analyst, Packard Bell Co., L. A., second vice president; **Russell Chrysler,** associate professor of marketing, Los Angeles State College, third vice president; **Robert Rayce,** manager, business information division, Dun & Bradstreet Inc., L. A., secretary; **Donald Towers,** market & sales analyst, Rose Marie Reid of Calif., L. A., treasurer. Elected to board: **Wilbur Pearce,** Firestone Tire & Rubber Co., L. A.; **Charles G. Brown,** marketing analyst, Max Factor Co., Hollywood; and former chapter president, **A. Kendall Owlie,** market analyst General Petroleum Corp., L. A.

John L. Esterhai, assistant counsel, Philco Corp., Phila., elected vice president, U. S. Trade Mark Assn.

Richard C. Sickler, assistant division manager, product advertising, E. I. duPont de Nemours & Co., Philadelphia, elected a vice president, National Industrial Advertisers Assn.



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THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most *adaptable* VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make . . . *with no need to replace any part of your existing equipment.* YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON . . . because Standard Electronics has a reputation for deliveries ON TIME, as promised.

Compare *true* equipment costs . . . not just initial cost . . . but also tube replacement an dpower consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicty . . . ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for *any* station to expand to higher power . . . and compare delivery schedules for both complete transmitters and high power amplifiers.

Get *all* the facts . . . and let them help you decide truly which transmitter best serves your needs.

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Comparison Chart of VHF High Power Transmitters

	SE Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW	★ YES	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER	★ YES	NO	NO	NO
TUBE COST [complete set / FCC spares]	★ $6,138 / $1,495	$11,625 / $4,237	$13,230 (est) / $6,429 (est)	$9,250 (est) / $5,050 (est)
AIR COOLED	★ YES	YES	NO	NO
POWER LINE REQUIREMENTS (at black level)	★ 208/230 V 60 cy, 3 ϕ 145 KW	460 V 60 cy, 3 ϕ 193 KW	208/230 V 60 cy, 3 ϕ 150 KW (est)	208/230 V 60 cy, 3 ϕ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)	★ 152 sq. ft.	134 sq. ft.	160 sq. ft. (est)	——
ALL TUBES VISIBLE FROM FRONT	★ YES	NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)	★ YES	NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION	★ YES	NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES	★ YES	NO	NO	NO

OPPOSITION BUILDS UP AGAINST SKYWAVE PROPOSAL

Clear channel group protests FCC's daytime skywave plan as providing insufficient protection while secondary outlets hit what they claim are excessive restrictions.

ALTHOUGH deeply embroiled in the uhf-vhf television crisis before the Senate Communications Subcommittee, FCC last week found its daytime skywave proposal affecting radio stations has become a second Pandora's box as industry opposition mounted with the filing of briefs Thursday.

Only two petitioners indicated support for the Commission's daytime skywave plan as a "reasonable compromise" (see box, page 44).

Nearly all of the some 100 other parties, who filed appearances for oral argument this Thursday before the Commission *en banc* on the merits of the first part of the FCC report expressed objections in whole or in part.

Some called for postponement of a separate daytime skywave decision until the older clear channel case is settled. Others argued the FCC plan fails to afford enough protection to Class I clear channel outlets. Some held secondary stations are unduly penalized. Some argued the procedures proposed are illegal, irrespective of merit. Even reallocation of clear channels is urged in one quarter.

Heading FCC's list of appearances for Thursday's argument, Clear Channel Broadcasting Service contended the FCC proposal fails to give Class I clear channel stations sufficient protection and actually "offers the possibility of substantially increased interference to the Class I stations."

Calling for postponement of the daytime skywave decision and re-integration of the case into the overall clear channel proceeding, CCBS indicated the FCC proposal, if adopted now, would pre-judge the clear channel ruling and improperly preclude consideration of the CCBS "20 station plan" specifying 750 kw operation.

CCBS' Original Proposal

In its original clear channel proposal, CCBS asked FCC to recognize that skywave transmission, both day and night, as well as groundwave must be considered as a source of broadcast service and interference in the allocation of daytime and limited time stations on clear channels. CCBS urged that all Class I-A stations "be protected from skywave and groundwave interference during the transition and mid-day periods to their 100 uv/m groundwave contour calculated at an operating power of 750 kw."

In addition, at that time, CCBS asked that "in parts of their service areas, certain I-A and I-B stations be protected from skywave and groundwave interference to their 25 uv/m contour calculated at an operating power of 750 kw to permit them to provide daytime service to 'white area' listeners. That all remaining Class I-B stations be protected to their 100 uv/m groundwave contour, calculated at operating power of 50 kw, from daytime skywave or groundwave interference."

The CCBS brief commented that these "original conclusions and recommendations are entirely supported by the record and should be adopted." It noted FCC's report recognizes daytime skywave as a "definite source of interference" although failing to provide "adequate protection."

Daytime Broadcasters Assn., however, while agreeing with FCC's view that a prompt resolution of the daytime skywave proceeding is "feasible" and that action on applications for Class II daytime only and limited time stations should be resumed at an early date, charged that "the proponents of greater protection for Class I stations have failed to prove that daytime skywave radiations of Class II daytime only and limited time stations are of such a nature or magnitude as to cause actual harmful interference to Class I-A and I-B stations."

DBA recommended that the notice of further proposed rule-making be vacated and the proceeding be completed by issuance of a final report determining there is not adequate justification for changing engineering standards with respect to daytime skywave.

DBA argued "there has not been a showing of the relative merits of the services which will be lost in the event that the proposed rules and standards are adopted." The record is silent, DBA said, on the comparative merits of the Class I services which would be favorably affected and the Class II services which would be adversely affected.

The daytime group further asked FCC to lift the seven year old freeze preventing consideration of applications for new or improved daytime or limited time operations on Class I frequencies.

DBA attacked the 100 uv/m protection contour proposal of the clear channel group as extreme because of the great distances involved and the atmospheric noise "distortion zone" which it claims renders the Class I signal "virtually useless" at the 100 uv/m contour.

Both the Restricted Time Radio Stations Assn. and a group of eight limited time stations [B•T, July 5] protested FCC's proposal and asked that the daytime skywave ruling be postponed until decision in the clear channel case.

The restricted time association called for further studies and asked that "additional testimony be taken on more broad and comprehensive issues with respect to the effect of daytime skywave propagation upon the service areas of all classes of stations and upon the economy of the entire broadcast structure."

RTRSA charged "that existing Class I stations as a whole do not now furnish a primary signal day or night to all populations and areas of the country and that the secondary service from all of them results in an oversupply of skywave service in the northeastern section of the U. S. and a paucity of practical, useful quality signals in other sections of the country."

Power Boosts Questioned

FCC's television and fm allocation plans "represent an attempt by the Commission to avoid the recurrence of the experience it encountered in the allocation of clear channels," RTRSA said, noting any power boost for clear channel outlets could not correct allocation errors.

RTRSA said FCC cannot improve Class I station coverage day or night without pursuing one or more of the following alternatives:

1. It can relocate those Class I stations which contribute an oversupply of groundwave coverage day and night to regions where white areas or inadequate groundwave coverage exists. Such relocations would make for a more equitable distribution of nighttime skywave field intensities of sufficient quality to overcome the moment-to-moment, night-to-night fading characteristics of such signals.
2. It can reclassify those Class I stations which do not presently contribute to an equitable dis-

Summary of FCC's Daytime Skywave Proposal

FCC's daytime skywave proposal generally affords Class I clear channel stations greater protection from the interference caused at sunrise and sunset hours by certain secondary stations on those channels [B•T, March 15, *et seq*].

In substance, FCC's proposal consists of two parts, the first dealing with general principles, the second with implementation.

Merits of the first part are to be argued before the Commission this Thursday and briefs were filed last week. Part two, a notice of proposed rule-making, is subject only to written comments due Aug. 2 with replies due Aug. 17.

The seven-year-old daytime skywave case was severed from the older clear channel proceeding. The latter appears bogged down for an indefinite period since the Senate has yet to ratify the 1950 North American Regional Broadcasting Agreement, the key to any domestic clear channel policy, FCC has explained.

FCC's report and order comprising part one of its daytime skywave proposal said basic allocation policy must await final review in the clear channel case but the report (1) recognized that secondary stations on clear channels cause various degrees of objectionable interference to the dominant Class I outlets in the two-hour periods after sunrise and before sunset and (2) revised the standard broadcast engineering standards and rules to provide for protection. To today's concept of daytime and nighttime operations would be added a third, a "transition" period for the two-hour periods at sunrise and sunset.

In part two, the notice of proposed rule-making, FCC:

- Cited four categories of existing stations to which the proposed revision may be applicable. These are (a) Class II daytime-only stations; (b) Class II limited-time stations; (c) Class II unlimited time stations, and (d) Class I-B stations located eastward of the other I-B station on the channel and commencing nighttime operation at sunset at the westward I-B station.
- Indicated that with respect to existing Class II daytime-only stations "we do not propose at this time that these stations be required to comply with the proposed standards."
- Stated that existing Class II limited-time stations generally would not be affected "at this time," but that those limited outlets situated to the East of their dominant stations would have to cease operation at local sunset at the Class II station in lieu of the dominant station as heretofore. FCC said this latter condition up to now has been a "bonus hour operation" for the Class II outlet.
- Proposed to continue the seven-year freeze on processing of daytime-only and limited-time applications on the clear channel frequencies specified in Secs. 3.25(a) and (b) of the rules "in order not to prejudice the outcome of the clear channel proceeding."
- Revised the terms of the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-A channels, in view of the proposed changes in standards.
- Lifted the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-B channels, but cautioned them, however "against extensive changes in antenna systems to meet the criteria here proposed since the decisions made in the clear channel proceeding may render useless antennas so designed."

HOW MANY EARS HEAR THE VOICE OF BALTIMORE?

Some smart guy came up with a quick answer: "Twice as many ears as people!"

But it's not quite that simple! For instance, back in 1922 when WCAO first went on the air, there were 880,000 people in Metropolitan Baltimore. They all had ears—but they didn't all have radio sets. Right now there are 1,455,000* people in Metropolitan Baltimore—and it would be mighty hard to find a pair of ears that didn't listen to radio.

PULSE OF BALTIMORE tells us that WCAO is the most listened-to station in Baltimore. So that's that. But, WCAO's 5,000 watt signal goes a long way beyond Metropolitan Baltimore. Our mail map shows *extremely widespread listenership* beyond the limits of Metropolitan Baltimore.

And Baltimore's wealth is increasing faster than Baltimore's "ears". In 1922, Baltimore's spending power was reflected by retail sales of $325,000,000. In 1927 (when we joined the CBS network) retail sales were $395,000,000. And, in 1953, Baltimore retail sales reached a whopping $1,543,684,000*.

In other words, about twice as many people are spending nearly five times as much money! And, most of those 1,455,000 (plus) pairs of ears listen to the "Voice of Baltimore".

* 1954 Survey of Buying Power

27th Anniversary of affiliation with CBS as a basic radio station

WCAO

"The Voice of Baltimore"

All programming is simulcast by WCAO-FM (20,000 watts) at no additional cost to advertisers

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6:05—6:10 AM
LOCAL NEWS
Monday thru Saturday

8:50—8:55 AM
LOCAL NEWS
Monday-Wednesday-Friday

1:55—2:00 PM
WORLD NEWS
Monday thru Friday

4:15—4:20 PM
WORLD NEWS
Monday thru Friday

11:05—11:15 PM
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tribution of groundwave coverage day and night throughout the entire nation and provide for new Class I stations at or near white areas or underserved areas of the country.

3. It can make more or all clear channels available for I-B operation and locate more dominant I-B stations in or near white areas.

4. It can reclassify some Class I stations and either locate new Class II stations or reclassify existing Class II stations into Class I-B stations in or near white areas.

RTRSA, described as an informal group formed after FCC separated the daytime skywave case from the clear channel proceeding, is composed of the following:

WRXO Roxboro, WCKB Dunn, WCEC Rocky Mount, WADE Wadesboro, WLTC Gastonia, WABZ Albemarle, WCPS Tarboro, all N. C., and WDKD Kingstree, S. C.

The limited time station group attacked the legality of the procedures set forth by the Commission and questioned if unlawful modification of licenses of certain existing stations may not be involved. Group is composed of:

WHCU Ithaca, N. Y.; WLIB New York; KLIF Dallas; WOI Ames, Iowa; KGBT Harlingen, Tex.; WAIT Chicago; WEEU Reading, Pa.; WGRD Grand Rapids, Mich., and National Assn. of Educational Broadcasters.

The limited time group charged FCC's report did not take into consideration: (1) The valuable services rendered by Class II stations to the communities they serve, (2) the services that are available in areas "where this newly discovered alleged 'interference' might exist and (3) the economic implications of curtailed hours of operation for such stations."

The brief charged FCC's report contains "only a small portion of the whole story," deals exclusively with engineering standards "and completely ignores consideration of program content."

FCC "ignores the question of whether clear channel programming satisfies the needs of the people who live in the remote areas of our country and whether the people in these remote areas will have any other program service available to them if daytime and limited time stations go off the air in order to increase the protected coverage area of clear channel stations," the limited time group's brief held.

Shying clear of any comment on merits of FCC's proposal, the Federal Communications Bar Assn. asked if the procedure being followed "in connection with the possible modification of the licenses of individual stations is in violation of the Communications Act."

FCBA charged specific violation of the Administrative Procedure Act to footnote 20 of FCC's report. In footnote 20, it is explained, the Commission has proposed to make changes in its rules and standards considered "minor and editorial in nature," hence not subject to rule-making procedure. But FCBA contends the changes are "neither minor nor editorial in nature" and their adoption without rule-making procedure "would constitute the clearest violation of law."

NBC Views

NBC pointed out the FCC proposal "will permit a substantial and drastic increase in interference to the service areas of a Class I station during the sunrise and sunset periods by the authorization of new and changed facilities of Class II stations operating on the same channel." NBC is licensee of four Class I stations, WNBC New York, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, plus Class III WRC Washington.

The network contended the FCC proposal does not establish a method of testing whether the grant of a particular Class II station is in the public interest because of the interference question. NBC recommended FCC (1) reaffirm that the service of Class I stations will normally be protected to their 0.1 mv/m contour; (2) adopt adequate diurnal curves which will reflect the interference condition which may be caused by a Class II station within the normally protected contour of a Class I station (a) from sunrise until the second hour later and (b) from the second hour before sunset until sunset.

Urging that its own computations of protection be substituted for the radiation curves of the Commission at such time as the daytime skywave report is made final, CCBS offered three explanations of its engineering data. In graph form, by maps and by tables of mileage separation, CCBS showed where secondary stations can be located and still afford clear channel protection to the 100 uv/m contour, based on 750 kw operation under the 20-station plan.

CCBS is comprised of the following independently owned clear channel stations: KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester, WJR Detroit, WOAI San Antonio, WBAP Fort Worth, WCAU Philadelphia, WWL New Orleans, WHO Des Moines, WSB Atlanta, WGN Chicago and WLW Cincinnati.

Concern Voiced

Storer Broadcasting Co., operator of seven radio stations ranging from Class I-B to IV, said a careful review of the FCC report and of engineering studies made by consulting engineer A. Earl Cullum Jr., "Storer is deeply concerned that the Commission's proposed report and order, without providing any substantial benefit to Class I-A or I-B stations, threatens a major change in standard broadcast allocation policies which will seriously impair the service areas of Class I-B and Class II stations."

Storer contended an "extremely serious deficiency" in the proposed amendments is that "they do not provide any means for determining the degree of interference or loss of service which will result from daytime skywave transmissions."

Storer called for "a complete reconsideration of the basis and philosophy of the proposed report" because "the matters involved are of such serious import to the standard broadcast industry." Storer urged these modifications upon reconsideration:

(a) The concept of "normally protected contours" should be retained in connection with protection from day-time skywave interference. A full and complete study should be made prior to establishing the precise contours which are to be normally protected from daytime skywave interference.

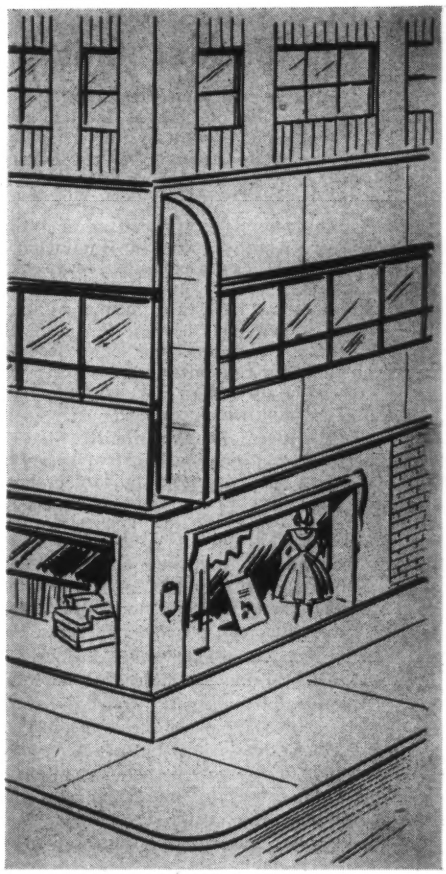
(b) The amendments should contain appropriate methods for determining the degree of interference or loss of service which will result from daytime skywave transmissions.

(c) Existing Class I-B stations should be required to provide mutual protection to each other from daytime skywave interference only if an examination of the gain or loss of service involved justifies such protection in the public interest. In other words, the new protection requirements should be applied to existing Class I-B stations on a case-by-case basis.

(d) Class I-A and I-B stations should be protected from daytime skywave interference from Class II stations in a degree equal to the protection

Two Support Proposal

TWO votes in support of FCC's daytime skywave proposal were cast last week amid the multitude of objections. KOA Denver and American Broadcasting-Paramount Theatres Inc., in separate briefs, considered the proposal a "reasonable compromise." Both favored the Commission's plan to eliminate evening "bonus hour" operation by secondary stations located eastward of the dominant outlet and asked that this provision be adopted irrespective of what might happen to other proposals in the proceeding.



AP News

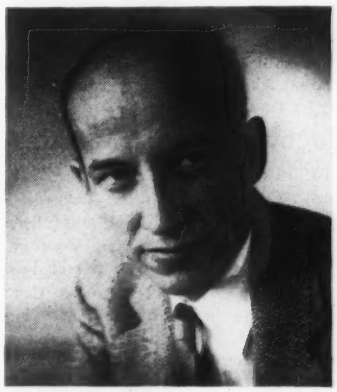
provides QUALITY that local sponsors Want!

It's not uncommon that a sponsor asks for a locally-produced program of network quality. AP newscasts can fill the bill, leaving nothing to be desired.

WSAZ of Huntington, W. Va., has the proof. Anderson-Newcomb, a department store known for its prestige brands, was in the market for a program. Having used a network show, the store was skeptical of the quality of a locally-produced vehicle.

WSAZ proposed a news program. Station pointed out that its top "news voice" would do the presentation . . . that everything about the production would do the sponsor credit . . . that the program would carry Associated Press news. Sponsor agreed to a contract, with right to cancel if quality failed to measure up.

That was nearly five years ago. Store is still on the air . . . still using AP news . . . still happy.



Mr. C. T. Garten, WSAZ's manager, says: *"Our ability to offer the prestige of The Associated Press helped us to sell this account, and to reassure the sponsor about high quality. That's a 'plus' that goes along with AP membership."*

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . . know the most famous brand in news is AP

provided to Class I stations from other Class I stations. Existing Class II stations should be required to provide such protection to Class I stations only if an examination of the gain or loss of service involved justifies such protection in the public interest. In other words, the new protection required should be applied to existing Class II stations on a case-by-case basis.

(e) Class II stations should be protected from daytime skywave interference from other Class II stations, but existing Class II stations should be required to provide such protection to other Class II stations only if an examination of the gain or loss of service involved justifies such protection in the public interest.

Mr. Cullum distributed his engineering analysis of FCC's report to his clients some weeks ago. It found the FCC plan would actually increase rather than reduce intereference to clear channels and offered a substitute plan [B•T, June 14]. His report was submitted to FCC in a joint petition in behalf of WBAL Baltimore, KWKH Shreveport, KTHS Little Rock, WHDH Boston and Mr. Cullum.

WCKY Submits Proposal

WCKY Cincinnati, Class I-B outlet whose earlier interference troubles with a proposed Philadelphia station is a basic illustration in the Commission's proposal, submitted a modified proposal for permitting a more orderly transition period at sunset hours. WCKY, which also is in court with KGBT Harlingen, Tex., in an interference dispute, asked that the proposed rules be modified "so as to provide that the permissible radiation towards a Class I station be based on providing protection to the 500 uv/m groundwave contour of the Class I station at the time of local sunrise and the time of local sunset at the interfering station."

WHKK Akron and WCAR Detroit charged FCC's report "is replete with incomplete statements of fact, emotionally colored language and unwarranted assumptions, which ostensibly permit wrong conclusions." Both held the Commission must reconsolidate daytime skywave with the clear channel case, take up further contemporary evidence and abandon its proposal to recognize daytime skywave interference.

WHKK further asked that FCC at least not adopt its proposed redefinition of limited time stations "but consider and adopt standards to prevent daytime skywave interference from limited time Class II stations to western dominant stations."

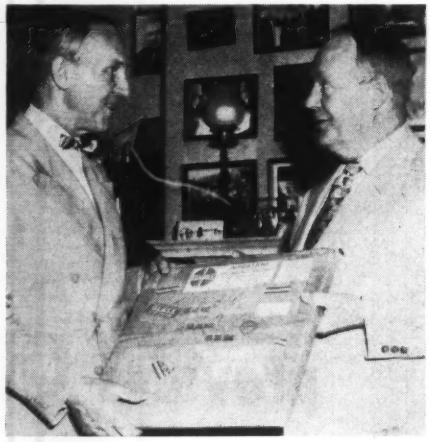
WJJD Chicago, a limited time station on 1160 kc with 50 kw, also contended daytime skywave cannot be considered "out of context" with the clear channel proceeding. WJJD said it has been on its channel since 1929 and has received no complaints of interference.

Hadacol Dismissal Finalized

THE FEDERAL Trade Commission last week affirmed an examiner's initial decision dropping FTC's complaint of false and misleading advertising against The LeBlanc Corp., Lafayette, La., for "Hadacol," the vitamin-mineral supplement [B•T, April 5]. The dismissal, made without prejudice to the FTC's right to reopen the case, was ordered on grounds the firm has been bankrupt since shortly after the complaint was issued in September 1951.

Medal Asked for Berlin

THE HOUSE last Tuesday approved a bill which would authorize the President to present a gold medal to songwriter Irving Berlin for his services during World War II, specifically his composition of a number of patriotic songs, including "God Bless America." The bill was sent to the Senate.



SEN. KARL MUNDT (R-S. D.) (r), in a ceremony at his office presents Norway's First Secretary Elvious Mangor with a half-hour program featuring Norwegian songs. The program was recorded by KSOO Sioux Falls during the local June choral festival (National Sangerfest) and shipped to the Senator who turned the recording over to Secretary Mangor. The program will be broadcast to radio stations in Norway on the nationally-owned Norwegian Broadcasting System. Sen. Mundt hailed the "songs across the sea" project, saying it will do much to "strengthen the already strong bonds" between his home state and Norway.

FCC Calls for Hearing On Providence Fm Bid

FCC last week advised Nobscott Broadcasting Corp. that its application for a new fm station on ch. 268 (101.5 mc) at Providence, R. I., involves questions which indicate necessity of a hearing.

The McFarland letter noted that a lease agreement between Nobscott and Providence-Barrington Bible College raised the question whether Nobscott had "retained such interests in the operation of the proposed station as to make a grant of the subject application inimical to the public interest, convenience and necessity."

The letter pointed out that the provision of the lease gearing the rental to the gross income of the station is contrary to Commission policy. The letter further noted that the lease provision requiring the sustaining broadcasting time to the college "raises questions as to whether the proposed licensee would have full and complete control of the proposed station."

The letter concluded that:

"Other provisions in the said lease agreement that the lessee shall broadcast no advertisements of beer, wine, liquor or tobacco . . .; that the lessee may add to or improve the facilities of the station, subject to the approval of the lessor . . . and that the lessee shall conduct its operations in a manner in keeping with the character and principles of the lessor; and that the lessee shall prohibit personnel from smoking in areas not approved by the lessor, upon penalty of dismissal . . .; all appear to have a cumulative effect of denying to the lessee the full control of the operation of the station which is required of it as a licensee operating in the public interest, convenience and necessity."

FCC Rules Against Am 'Booster' Bids

USE of synchronous amplifiers to extend the coverage area of Class IV local stations is not desirable and is contrary to standard broadcast allocation principles, FCC has indicated in a ruling to dismiss two long-pending bids for am "boosters."

Dismissing the applications of WCMI Ashland, Ky., for a booster at Huntington, W. Va., and WSAL Logansport, Ind., for a synchronous amplifier at Peru, Ind., FCC pointed out that two stations have experimented with such units in the past but "neither the technical results of these operations nor other technical data before the Commission appear to support the possible advisability of revising present rules to permit such operations."

Moreover, FCC continued, "the adoption of any such revision might well have a serious impact upon the basic standard broadcast allocation structure now contained in our rules. For example, the few applications specifying synchronous operations filed with the Commission have in each case sought to extend the coverage of Class IV stations operating on local channels so as to permit coverage of large cities and metropolitan areas.

"Such extension would obviously be prejudicial to the assignment of other Class IV stations to the smaller towns and communities in accordance with their intended purposes. For this reason, as well as the technical considerations involved, the institution of proceedings looking toward the revision of the Commission's rules to permit synchronous amplifier operations in the standard broadcast service would not appear to be warranted in the absence of some reasonable prospect that the public might benefit."

The two synchronous amplifier operations authorized by FCC in the past were to WWDC (now WOL) and WINX (now WOOK), both Washington, D. C. WOL continues to operate booster but WOOK has since discontinued. Both have applications in hearing status respecting their booster operation. WOL has pending in hearing status another bid for change from 250 w on 1450 kc to 5 kw on 1460 kc, directional day and night, and proposes to give up booster operation in the event the 1460 kc facility is granted.

Sarnoff Talk in 'Record'

AN ADDRESS by Brig. Gen. David Sarnoff, RCA-NBC board chairman, on "Electronics and Law Enforcement," was entered in the July 1 *Congressional Record* at the request of Sen. Pat McCarran (D-Nev.), who said his colleagues should find the talk of "considerable interest." Gen. Sarnoff made the talk June 11 to graduates of the 53d session of the FBI National Academy in Washington, D. C. [B•T, June 14].

FCC Grants Two Fms

GRANTS of Class B fm facilities to two existing standard stations were announced last week by the FCC. Recipients of the grants were KSON San Diego, for ch. 268 (101.5 mc) with effective radiated power of 11 kw, and WDOK Cleveland for ch. 271 (102.1 mc) with effective radiated power of 9.4 kw.

EVERYONE AT WDAY-TV LOVES THE TAX ASSESSOR!

Ordinarily you catch us billing and cooing with the Tax Assessor about as often as you see us playing around with a bunch of wildcats. . . .

This year it's different. In May we asked the City Assessor if he could check Fargo's Personal Property Tax rolls and tell us the number of television sets in Fargo. Nobody *lies* to increase his taxes! *And 65.5% of all Fargo families told the Assessor they own television sets!* And remember, that was back in May, 1954—*less than a year after we went on the air!*

We do a pretty fancy job in the rest of our coverage area, too. Twenty miles from Fargo the TV saturation is 52%—fifty miles away it's 28%—*and seventy miles away it's almost 20%!*

Ask Free & Peters for all the facts on WDAY-TV—the *only* TV station in the rich Red River Valley.

WDAY-TV IS THE ONLY TV STATION WITHIN 50 MILES OF FARGO!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., *Exclusive National Representatives*

RADIO-TV TO BE HEARD ON COVERAGE

Jenner's Rules group will set aside time to hear industry on media's Hill coverage.

RADIO-TV industry spokesmen are ready to give their side on the question of "live" radio-tv coverage of congressional committees. A Senate Rules subcommittee, headed by Sen. William E. Jenner (R-Ind.), will provide the forum.

The Jenner group has been holding hearings on ways and means to overhaul committee procedures, particularly of investigating committees. A fortnight ago, fellow Senators appeared before Sen. Jenner and his subcommittee colleagues, attacking the media's presence on Capitol Hill [B•T, July 5].

A staff member of the Jenner subcommittee said last week that NARTB, ABC, CBS, NBC and the Radio-Tv Correspondents Assn. (NBC's Richard Harkness is president) had requested appearances before the subcommittee.

The radio-tv people will appear at about the same time although no firm date has been set.

The Jenner subcommittee, which is continuing its hearing on committee procedures, held sessions last Tuesday and Wednesday. It will pick up in its hearing tomorrow (Tuesday).

It is expected the Rules group will hold its hearings into the summer, even after Congress adjourns.

Highlight of last week's hearing was an apparent reversal by the American Civil Liberties Union on the question of permitting radio and tv at committee hearings.

Ernest Angell of ACLU told the subcommittee that his organization at first had opposed the televising, broadcasting and filming of investigating committee hearings. But ACLU, he said, now believes that the prohibition be favored "unless and until" Congress adopts proper rules for the conduct of hearings and establishes a satisfactory practice.

Once these rules are set up, he said, the ACLU believes there ought not be any limitation. In an unusual comment, Mr. Angell said this was the ACLU position but that he did not "personally agree." But under questioning by the subcommittee, he admitted that recordings and cameras give a fuller and more accurate reporting of a hearing to the people.

In a statement before the Jenner group, Sen. Earle C. Clements (D-Ky.), new member on the Senate Communications Subcommittee, said if Congress is to go into the nation's homes, "it must do so in the dress of a respectable and considerate visitor, not in the cloak of a brawling, discourteous, and ill-mannered person."

One principle Congress ought to adopt to assure a fair hearing, he said, was:

"No oral statement during the course of the hearings or investigations should be addressed to any public media of communication present, so that grandstand plays will be eliminated."

Rep. Emanuel Celler (D-N. Y.), ranking minority member of the House Judiciary Committee, told the Senate group that any code of "fair committee procedure" should include as one of its provisions a section saying, "No witness shall be forced to testify before television or broadcasting apparatus."

Rep. Celler is a sponsor of a measure in the House which incorporates this proposed rule.

Will Maslow, representing the American Jewish Congress, cited the need for protection of witnesses from "undue harrassment or distraction." He approved the proposal that no witness be televised or photographed over his opposition. Television, and the accompanying "apparatus," and "grinding cameras," he said, "confuse witnesses, distract them, sometimes give them stage fright."

'Play to Public'

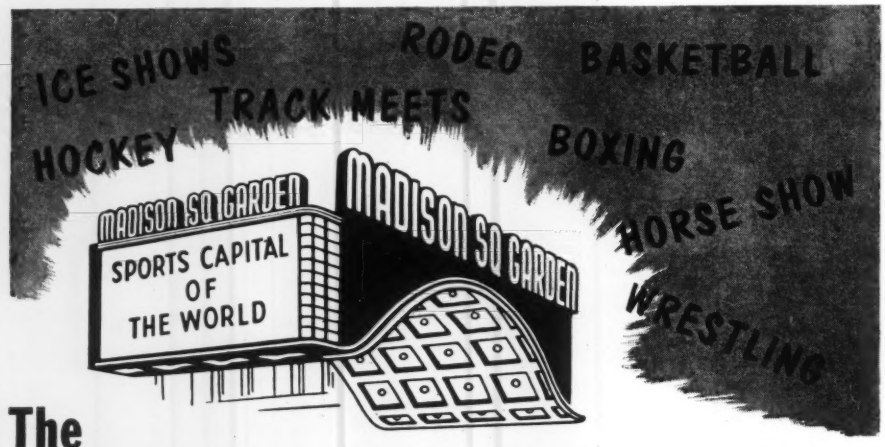
Another witness, David A. Rose, Anti-Defamation League of the B'nai B'rith and the AJC, said radio and tv coverage of hearings have tempted some witnesses and "even some members of Congress to play to the public spotlight." He urged, as a measure of expediting hearings, that no motion pictures, tv or broadcasts be permitted while a witness is testifying.

Louis J. Cohen, National Community Relations Advisory Council, said his organization opposed broadcasts when a witness objects. He noted that the courts forbid the use of radio or tv.

In a statement filed with the Jenner group, Bettin Stalling, Federal Bar Assn., said the FBA's executive committee suggests that Congress consider, "Under what arrangements can radio, tv and news facilities be employed so as not to be unfair to witnesses."

Another legal expert, Ralph Becker of the Bar Assn. of the District of Columbia, cited rules adopted by his association. Among them was the rule that the association believes that subjecting a witness to the public view on television, if the witness is unwilling to appear, is an invasion of his rights. Mr. Becker, directed a *Federal Bar Journal* symposium on the subject [B•T, July 5] said insistence on broadcasting testimony over a witness' objection already has proved "embarrassing" and "degrading."

Mr. Becker said that under the association's rule, a witness would be notified in writing by the committee at least 24 hours in advance that the testimony would be broadcast. The witness then could ask that his appearance not be broadcast by filing such a request with the committee at least 12 hours before he is scheduled to take the stand.



The MADISON SQUARE GARDEN *Show*

. . . proved Selling Power!

"The 'MADISON SQUARE GARDEN' show turned up with a 10 to 10:15 rating of 24.5."
KMTV — Omaha

". . . in response to a short announcement, we received an unexpected amount of cards and letters requesting that 'MADISON SQUARE GARDEN' be resumed in its present form next season."
Fuller & Smith & Ross, Inc.
(BURKHARDT BEER, Sponsor)

- Narrated by Marty Glickman & Stan Lomax
- 15-minute & half-hour versions
- Ready for telecast 5 days after shooting
- Now in 5th Big Year
- Priced for low budgets

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

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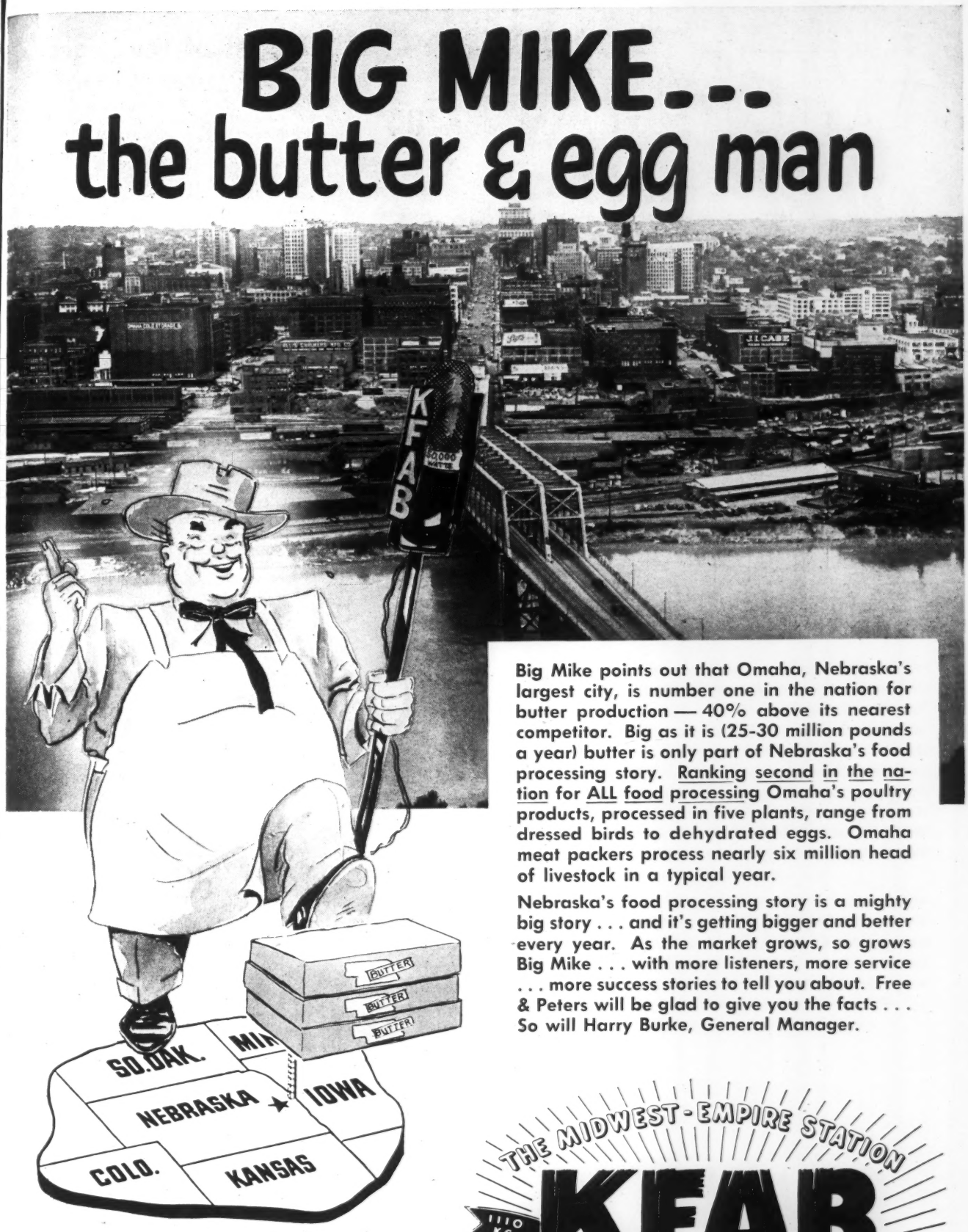
RICHMOND, Va.: Martin L. Hogan, 19 West Main St., — 72061
TORONTO, Canada: Lloyd Burns, 760 Davenport Rd. — Oliver 8447

BIG MIKE...
the butter & egg man



Big Mike points out that Omaha, Nebraska's largest city, is number one in the nation for butter production — 40% above its nearest competitor. Big as it is (25-30 million pounds a year) butter is only part of Nebraska's food processing story. Ranking second in the nation for ALL food processing Omaha's poultry products, processed in five plants, range from dressed birds to dehydrated eggs. Omaha meat packers process nearly six million head of livestock in a typical year.

Nebraska's food processing story is a mighty big story . . . and it's getting bigger and better every year. As the market grows, so grows Big Mike . . . with more listeners, more service . . . more success stories to tell you about. Free & Peters will be glad to give you the facts . . . So will Harry Burke, General Manager.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

THE MIDWEST-EMPIRE STATION

1110 KC

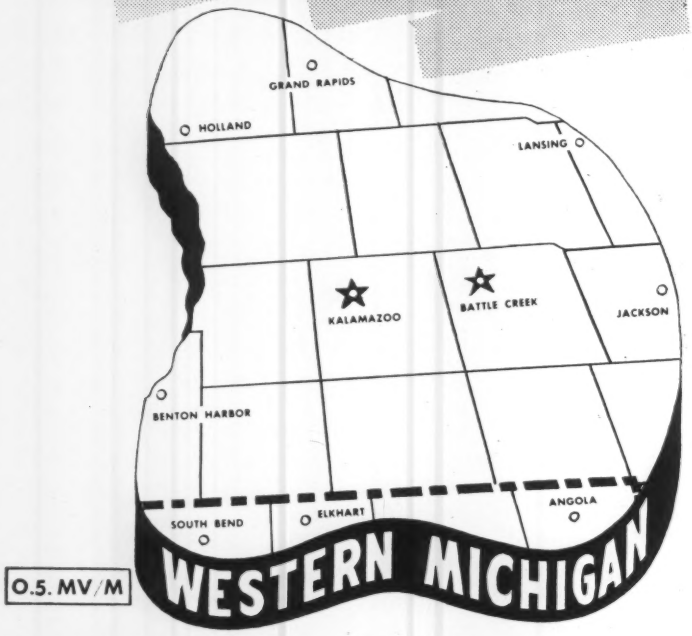
KFAB

50,000 WATTS OMAHA CBS RADIO

WKMI KALAMAZOO

UPS Power!

NOW 5,000 WATTS



WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS
19 HOURS A DAY • 1360 KC.

Now . . . a more powerful voice in Western Michigan's great productive market. More extensive programming . . . more power . . . more of EVERYTHING for greater listener interest . . . MORE and MORE RESULTS FOR ADVERTISERS. Get the facts from our representatives or phone, write or wire direct.

National Representative: Forjoe and Co., Inc.
In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP.
KALAMAZOO, MICHIGAN

Protest of Muskogee Ch. 8 Grant Denied

PROTEST against the FCC's grant of Muskogee ch. 8 to Tulsa Broadcasting Co. (KTUL), filed by three Tulsa tv stations last May [B•T, May 17, 10], was denied last week by the FCC.

The Commission said the three stations—KCEB (TV) on ch. 23, KOTV (TV) on ch. 6 and KSPG (TV), holding a grant on ch. 17—had no right to protest under Sec. 309(c) of the Communications Act because the ch. 8 grant was made after a hearing. The Commission also said that no material reasons had been advanced for a rehearing, since "the matters alleged by petitioners are insufficient to warrant absolute disqualification of a television applicant in an uncontested case."

James Leake, vice president of Griffin Grocery Co. which owns Tulsa Broadcasting Co., said Thursday following the FCC's action that the Muskogee ch. 8 outlet would be on the air by Sept. 1. The station, serving the Muskogee-Tulsa area, he said, would affiliate with ABC and DuMont, with Avery-Knodel Inc. as national representative.

Protestants claimed that the principal owners of Tulsa Broadcasting Co. (John T. Griffin and family) also own 50% of KWTV (TV) Oklahoma City and that there is an overlap of grade A service areas between that station and the Muskogee ch. 8 station.

They also charged undue concentration of control, stating that the Griffin family also owns KATV (TV) Pine Bluff, Ark., and KTUL Tulsa, KOMA Oklahoma City and KFPW Fort Smith, Ark.

One of the reasons for the protest, the three objectors said, was that Tulsa Broadcasting was advertising that the Muskogee ch. 8 station would be a Tulsa-Muskogee outlet and that "harmful" attacks had been made on uhf television.

The Muskogee grant came after competing applicants Oklahoma Press Publishing Co. (*Muskogee Phoenix* and *Times-Democrat*) and Ashley L. Robison withdrew.

KCEB said it had invested $850,000 in building the uhf station and that it was losing $30,000 monthly in anticipated revenues following the grant of the Muskogee facilities.

Appeals Court Denies Bid By WTVI (TV) for Ch. 4 Stay

U. S. Court of Appeals in Washington has denied the request of WTVI (TV) Belleville, Ill., for a stay order against KWK St. Louis, which was granted ch. 4 there after the two competing applicants merged with it last April [B•T, May 3].

Although it denied the stay request, the court told the FCC not to issue any license to the merged KWK ch. 4 station until it had decided the merits of WTVI's appeal. Issuance, however, of a special temporary authority for commercial operation was all right, the court said.

WTVI, which operates on ch. 54 in the St. Louis market, filed an application for ch. 4 there two days before the FCC made final an examiner's initial decision in favor of the KWK grant. The FCC refused to accept the application on the ground the frequency requested was in hearing status. New applications may not be filed beginning 30 days before a hearing starts. WTVI also protested the KWK grant, but this, too, was denied by the FCC on the ground that a protest may be filed only against a grant made without a hearing. The uhf station appealed both FCC rulings. Previously, the court had refused to issue a stay against the KWK grant on the earlier request by WTVI.

Situations Wanted—Male

Situations Wanted—Male

AVAILABLE

Top-Notch Grocery Salesman For Summer Job

Charlie Ruggles now for hire in a big, live, NBC network TV show . . . *"The World of Mr. Sweeney"*.

Will locate in any town reached by an NBC television station.

Salary pro-rated to your individual market. You pay less than for most local talent.

Qualifications. Has following of millions. Known and loved by just about everyone who ever saw a movie. When this new situation comedy was tested on the Kate Smith Show, audiences loved *"The World of Mr. Sweeney"*!

Working Hours. On June 30, Charlie takes over the high-rated NBC time formerly occupied by the Dinah Shore and Eddie Fisher Shows. It's a time when the whole family's watching TV and the whole family will love the warm, wonderful *"World of Mr. Sweeney"*

Full-time or part-time. You can buy as little as one commercial on one show, or any combination up to the entire series four days a week, Tuesday through Friday.

References. **NBC** **Television Co-op Sales,** 30 Rockefeller Plaza, New York 20, N. Y. or your local NBC-TV station now has full details.

Other sponsors know about this advertisement. *Better act fast to sign up Charlie Ruggles for your markets. Write, wire, or call today.*

OPERATO

No Fancy Gimmicks
No New Programs
No Blue Sky

JUST LISTENERS
ALL YEAR ROUND

1.
2.
3.
4.
*Pul

WCKY . . . ON THE AIR EVERYWHERE • TWE

TON "SELL"

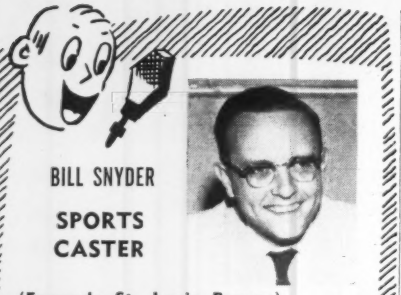
The Cincinnati Stations with

1. The Greatest Out-Of-Home Audience
   *First Place 82%**
2. The Largest Nite-Time Non-TV Audience
   *1,098,460 Families—92%***
3. The Nation's Top Disc Jockeys***
4. The Fabulous Mail Record
   126,437 Sales in 1 Month

*Pulse: **Nielsen ***Billboard & Movie Star Parade

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

WE TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK



BILL SNYDER

SPORTS CASTER

(Formerly St. Louis Browns)

★ Last 4 years carried Wichita Indians baseball exclusive.

★ Standard Oil Company of Indiana sponsored all at home and away Wichita University football schedule last 2 years.

★ Theo. Hamms Brewing Company has sponsored Wichita Indians baseball at home and away, last 2 years.

Represented by
George W. Clark, Inc.

KWBB

WICHITA'S RADIO ACTIVE STATION

1410 KC • 1000 WATTS

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Households:
UP 76.1 %

WFBM-TV
Indianapolis • CBS

Kerr vs. Turner

TWO POLITICALLY prominent persons, who also have station ownership, will be paired off July 27 in a Democratic primary runoff election for the Oklahoma U. S. Senate race. They are incumbent Robert S. Kerr (D-Okla.), who although having the greater number of votes in the election held last Tuesday failed to muster the required majority of the total vote, and challenger Roy J. Turner, former state governor. Sen. Kerr holds stock in KRMG Tulsa and WEEK Peoria, Ill., and Mr. Turner has a minority interest in KWTV (TV) Oklahoma City.

Flint Citizens Claim To Be 'Party in Interest'

THE PEOPLE of a community are the real "party in interest" in a television proceeding, FCC has been informed by the Citizens Committee for a Vhf Television Station in Flint, Mich. The committee answered a petition by WJR Detroit contending that the citizens group has no legal standing to protest the final grant of ch. 12 at Flint to WJR [B•T, July 5].

FCC's final decision reversed a hearing examiner's recommended decision which had preferred WFDF Flint over WJR and another applicant, W. S. Butterfield Theatres Inc. The citizens committee protested, charging a grant of ch. 12 to WJR would make the new tv outlet a Detroit station.

The citizens committee told the Commission that constant use of the phrase "public convenience and necessity" may have caused loss of perspective "as to the real nature of the public and the identity of the real party in interest."

The pleading said "this procedure has been held and will be held to determine what is the best interest of the real party in interest: The Public, and to protect that interest. Now that party has become enormously and unanimously aroused by a decision which it deems not in its best interest. Becoming aroused, it has organized and become vocal. The Commission should not deny itself of the benefit of this voice of the public.

"The City of Flint is a large and growing metropolis. It is jealous of its rights and its position. It no longer wants to be a distant suburb of Detroit. . . . Flint does not want to share its television station with Detroit or any other city. It wants one of its own."

Trade Practice Rules Action Held Up at FTC

SUBMISSION of initial recommendations on the Federal Trade Commission's proposed trade practice rules for the radio and television industry will be held up at least two more weeks, according to H. Paul Butz, FTC attorney who is drawing up a report on the 31 rules proposed last Sept. 10 by the FTC.

Mr. Butz, who presided at hearings last fall and winter [B•T, Dec. 14, Oct. 12, 1953], said a shortage of stenographic help last week prevented him from completing his report. He begins a two-week tour of active duty today (Monday) as an Air Force reserve officer.

Mr. Butz' recommendations will go to the FTC membership for consideration after additional reports and recommendations by the FTC's chief of trade practice conferences and the director of the agency's bureau of consultation.

Main points of controversy on the proposed rules, as indicated by the two hearings and subsequent comment taken into the record, are:

1. FTC's proposal to require that tv sets be advertised and sold according to the horizontal and vertical measurements of screens, instead of the present diagonal method.

2. An amendment to the proposed rules by Allen B. DuMont Labs which would require manufacturers to specify whether a set will receive only vhf signals or any combination of vhf and uhf short of all channels.

3. FTC's proposal to require that glass envelopes for cathode-ray tubes—when the envelope is used again because the electronic part of the tube wears out—be labeled as a "used" part.

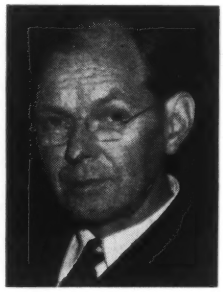
4. FTC and other proposals regarding the composition of radio-tv cabinets. (This subject brought heated controversy at hearings among manufacturers of woods, wood products, plastics and products which simulate wood grain.)

5. FTC's proposed incorporation of its new standard "push money" rule for certain industries, adopted in June 1953. The new rule softens somewhat the conditions under which a manufacturer may pay "push money" to salespersons in the employ of the manufacturer's customer.

KEATING REPORT BAFFLES FORMER FCC CHMN. FLY

He says that neither he nor Francis Whitehair were questioned, when appearing before Keating subcommittee, about a "thinly veiled threat" of a Senate investigation unless suit was dropped against a client.

ATTORNEY JAMES L. FLY, former FCC Chairman, said Wednesday he was "baffled" by a congressional report that charged him and Francis P. Whitehair, a former Navy official, with "gross impropriety" in allegedly making a "thinly veiled threat" of a Senate investigation unless former Attorney General Tom C. Clark dropped a suit against their private client.



MR. FLY

Mr. Fly told newsmen when questioned at his Daytona Beach, Fla., home, that neither he nor Mr. Whitehair were questioned about any "thinly veiled threat" against anybody in the Justice Dept. Both had appeared before the Keating subcommittee which released its highly controversial report last week.

Mr. Fly also said he did not recollect testimony to that effect and that neither he nor Mr. Whitehair had made such a threat in the Attorney General's office.

The former FCC Chairman maintains law offices in Washington and New York. The Keating report dealt with Mr. Fly's client, the

TELEVISION STATION

KBMT

Beaumont, Texas

NBC · ABC · DUMONT

1st in the RICH SABINE AREA

"GOLDEN TRIANGLE"
of the FABULOUS TEXAS GULF COAST

BEAUMONT, TEXAS, Jefferson County Seat, home of Spindletop Field, birthplace of the modern oil industry, a shipping center with a 30-foot deep water channel to the sea, an oil refining center responsible for more than 10% of the U. S. total, as well as a wholesale and manufacturing center.

PORT ARTHUR, TEXAS, in Jefferson County, also an Industrial Center, is the second largest deep water port in Texas with a 36-foot deep water channel to Gulf of Mexico Commodities shipped include petroleum and by products, grain, lumber, and sulphur.

ORANGE, TEXAS, Orange County Seat, also industrial deep water port; lumber, rice, cattle country, on Gulf Coast of Texas. Heavy industrial, petro-chemical, steel fabrication and ship-building. The combined tonnage of imports and exports is exceeded only by one other U. S. port New York.

BEAUMONT — PORT ARTHUR — ORANGE

78th in population in the US
78th in manufacturing employees
75th in retail sales

REPRESENTED NATIONALLY BY

Forjoe AND COMPANY

OFFICES IN: NEW YORK, CHICAGO, LOS ANGELES
SAN FRANCISCO, ATLANTA, DALLAS

JOHN ROSSITER
Vice President - Gen. Manager

FRANK BROWNE
Com. Manager

Roy E. Crummer Co., a municipal bond firm.

The report was presented to the House Judiciary Committee by Rep. Kenneth B. Keating (R-N. Y.), chairman of a special subcommittee investigating the Justice Dept. The report said Mr. Fly was retained by Mr. Whitehair in 1945, soon after Mr. Fly completed his term at the FCC. Thereafter, Mr. Fly is mentioned throughout the subcommittee summary of the Roy E. Crummer case.

The disputed report criticized Supreme Court Justice Tom C. Clark for declining to testify after he joined the high court but said it had no proof of wrongdoing while he was Attorney General.

The document drew fire from Rep. Byron G. Rogers (D- Colo.), a member of the subcommittee, who dissented hotly from the Republican view. Rep. Rogers pointed out that Messrs. Whitehair and Fly complained to Mr. Clark that "their clients had been denied any kind of hearing and that the prosecution represented an outrageous miscarriage of justice. Such representations and requests for hearings are part of the day-to-day business of the Dept. of Justice."

Rep. Rogers bitterly denounced the majority report as being "shot through with half-truths, innuendoes, and examples of the smear technique."

Secrest Gets FTC Post

THE SENATE has confirmed the nomination of Rep. Robert T. Secrest (D-Ohio) as a member of the Federal Trade Commission. Rep. Secrest will replace FTC Comr. Albert A. Carretta, a Democrat, whose term on the FTC expires Sept. 25.

ANTI-GAMBLING BILL SET BACK IN SENATE

THE SENATE's anti-gambling bill, which has the Justice Dept.'s blessing, is not the good bet for passage it appeared to be a few weeks ago.

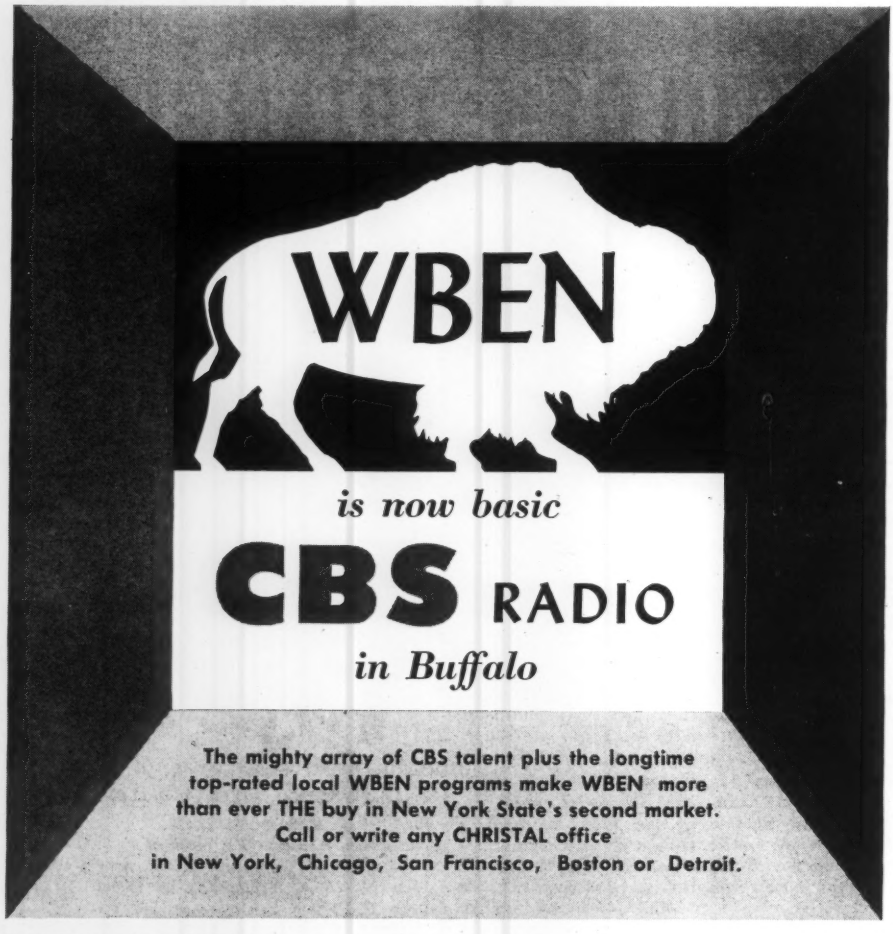
A group of Senate Republicans, as represented by Sen. Robert C. Hendrickson (R-N. J.), who acted on their behalf although not necessarily supporting their position, in effect spiked the measure last week, probably sounding its death-knell since Congress soon will be adjourning.

The measure (S 3542), introduced by Sen. John W. Bricker (R-Ohio) and reported by his Senate Interstate & Foreign Commerce Committee a fortnight ago [B•T, July 5], made its bow on the Senate "calendar" Tuesday but its debut was short and its apparent demise swift. Sen. Hendrickson asked that the bill be "passed over."

Behind the scene, however, moves were reported underway to save the Bricker bill's chances before the end of this month [see CLOSED CIRCUIT, page 5].

Reportedly among a number of Senators who oppose the measure are Republicans John M. Butler and James G. Beall, both of Maryland, and John Sherman Cooper of Kentucky.

The Bricker bill would ban broadcasting and other interstate transmission of "gambling information" on certain sports events and would require an hour's time lag before details of a horse race or dog race are put on the air [B•T, June 14 *et seq.*].


WBEN
is now basic
CBS RADIO
in Buffalo
The mighty array of CBS talent plus the longtime top-rated local WBEN programs make WBEN more than ever THE buy in New York State's second market.
Call or write any CHRISTAL office
in New York, Chicago, San Francisco, Boston or Detroit.

P.O. Clerks Sponsor

NATIONAL Federation of Post Office Clerks was to sponsor a special program last Friday, 10:30-45 on the DuMont Television Network. It will originate in Washington, D. C., and feature a forum discussion by a Democrat and a Republican congressman. They will discuss impending legislation which may be introduced in Congress at the request of Postmaster General Arthur E. Summerfield. The contract was negotiated through Robert J. Enders Adv., Washington.

Shreveport Proposed Grant Hit by KRMD, Southland

EXCEPTIONS to the FCC examiner's initial decision favoring Shreveport Television Co. for ch. 12 in that city [B•T, June 14] were filed last week by KRMD Shreveport and Southland Television Co.

Both attacked the examiner's ruling that Shreveport Television is to be preferred because it does not have radio facilities and has proposed better programming, facilities and made staff commitments.

At stake is the ownership of KSLA (TV), now operating under a temporary FCC order on ch. 12. It is owned equally by the three applicants, who established the interim station in order to bring a tv service to their city.

Vigorious protest was lodged by KRMD, whose principals also have interests in KLPC-AM-TV Lake Charles, La.; KALB-AM-TV Alexandria, La.; WSLI Jackson, Miss., and KRRV Sherman, Tex., against the examiner's attitude toward radio ownership.

"The long and meritorious past performance and service of an existing broadcaster should be given controlling weight . . . ", KRMD said. The ownership interests of KRMD principals are counterbalanced, KRMD said, by the ownership interests of Shreveport Television principals in the motion picture theatres. A grant to Shreveport, KRMD said, would result in a greater degree of concentration of control of mass media in Shreveport than would result in a grant to KRMD.

Southland Television Co., whose principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans, objected along the same lines.

Shreveport Television is owned by Don George, who owns six motion picture theatres in the Shreveport area; Ben Heckham Jr. and Henry E. Linam, oilmen; and Carter Henderson, real estate.

Biloxi Initial Decision Favors WVMI Over WLOX

INITIAL decision proposing to grant WVMI Biloxi, Miss., a new tv station on ch. 13 there was issued last week by FCC Hearing Examiner Harold L. Schilz. The decision proposed to deny the competing application of WLOX there.

The decision concluded that preference must be given to WVMI because of superiority of integration of ownership and management, more widespread and varied experience in radio broadcasting, conduct and demeanor of witnesses, and superiority in its proposals as to local programming.

Among reasons for ruling against WLOX, Examiner Schilz concluded, was the admission by J. S. Love Jr., president and 44.6% stockholder of WLOX, that he operates a bar in Biloxi's Hotel Buena Vista, contrary to Mississippi state law.

COMPLETE GPL-WICKES COLOR TV SIGNAL GENERATING AND TEST EQUIPMENT FOR:
TELECASTING • RESEARCH • PRODUCTION • EDUCATIONAL

GPL now distributes color television operating and testing equipment designed and manufactured by Wickes Engineering and Construction Company, well known pioneers and specialists in this field.

The GPL-Wickes equipment is designed for strict adherence to the requirements of NTSC systems and for convenience in practical use. A careful program of quality control and final testing in the Wickes plant insures accuracy and reliability for research, testing, or on-the-air uses.

This equipment compliments the GPL line of monochrome television equipment which has become known for its advanced design and high standards of performance.

COLOR CONSULTATION SERVICE

GPL engineers will be glad to assist in determining your requirements. Color equipment is available in complete packages for station conversion or individual units to meet your requirements, with early delivery.

SPECIFICATIONS ON REQUEST: Write, wire or phone for specification sheets and prices.

The GPL-Wickes equipment available for prompt delivery includes:

INTERLACE SIGNAL GENERATOR
COLOR BAR GENERATORS
COLOR CODER
CONVERGENCE DOT GENERATOR
MULTI-BURST GENERATOR
AMPLITUDE LINEARITY TESTER
VIDEO DISTRIBUTION AMPLIFIERS
PULSE DISTRIBUTION AMPLIFIER
REGULATED POWER SUPPLYS
VECTOR DISPLAY EQUIPMENT
ENVELOPE DELAY TRACER
COLOR VIDEO MONITOR
PHASE CORRECTION NETWORKS
CROSSOVER FILTER

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

REGIONAL OFFICES: CHICAGO • ATLANTA • DALLAS • GLENDALE, CALIFORNIA

for the best in "LISTEN-APPEAL" it's

KGER 5,000 WATTS SOUTHERN CALIFORNIA
Los Angeles · Long Beach
for inspirational programs

KOME 5,000 WATTS OKLAHOMA
Tulsa
for your musical moods

KUOA 5,000 WATTS ARKANSAS
Siloam Springs
for regional farm features

The Stations of the American Home
Owned and Operated by

BROWN SCHOOLS, inc.
John E. Brown, Sr., Pres.

You can get choice program or spot availabilities in these three great market areas. Buy all three stations as a package, or any one individually. Call or write today.

Represented nationally by Gill-Perna Inc.

Daytona Beach, Tulsa Tv Bids Granted

PERMITS for new tv stations on ch. 2 at Daytona Beach, Fla., and Tulsa, Okla., were granted by FCC Thursday in decisions making final earlier initial rulings to approve the bids of Telrad Inc. at Daytona Beach and Central Plains Enterprises Inc. at Tulsa. Latter represents a merger action.

At Tulsa, Central Plains won the grant following dismissal of the competing application of Oil Capital Television Corp. Certain stockholders in Oil Capital received option to purchase 15% interest in Central Plains and Oil Capital was reimbursed $50,000 for its expenses.

Central Plains is composed of Sen. Robert E. Kerr (D-Okla.) and D. A. McGee, formerly owners of KRMG there, plus KVOO's W. G. Skelly. KRMG was sold to KWHW Altus, Okla., so Messrs. Kerr and McGee could join Mr. Skelly in the ch. 2 venture.

At Daytona Beach, where Telrad is under common ownership with WMFJ, the ch. 2 grant was made possible by dismissal of a competitive bid by WNDB. W. Wright Esch, chief owner of Telrad and operator of WMFJ, hopes to have WMFJ-TV on the air before July 1 of next year [B•T, June 14].

In other actions, FCC dismissed with prejudice the application of Woodward Broadcasting Co., in hearing status with the bid of WJLB Detroit for ch. 50. WJLB's application was retained in hearing status. Woodward, headed by Detroit department and drug store operator Max Osnos, has bought ch. 62 WCIO-TV Detroit for $100 from UAW-CIO Broadcasting Corp. of Michigan, subject to FCC approval, and has petitioned FCC to allocate ch. 79 at Toledo.

At Woodward's request, FCC has proposed to allocate ch. 79 to Toledo. Woodward proposes to construct a new station on ch. 79. Earlier Woodward wanted Toledo's educational reservation changed from ch. 30 to 79, but since has modified its request [B•T, July 5].

For failure to answer FCC letters, two applications for ch. 34 at Los Angeles were dismissed by the Commission last week. This leaves in the clear the bid of KFWB there.

FCC Denies Music Bcstg. Protest of Versluis Grant

SUPPORTING the earlier initial ruling of an examiner, FCC last week denied the precedent Sec. 309(c) economic protest of Music Broadcasting Co. against the grant of ch. 35 at Muskegon, Mich., to Versluis Radio & Television Inc. [B•T, Oct. 26, 1953]. Music operates WGRD Grand Rapids.

In the final decision, FCC affirmed the grant of ch. 35 for Versluis' WTVM (TV) originally made in December 1952. This grant was delayed because of the economic protest of the Grand Rapids radio station which won a hearing on its complaint after appealing to the courts.

WGRD charged WTVM in effect would be a Grand Rapids station, a conclusion not found by the Commission to be supported in the hearing record.

The final grant specifies a directional antenna and engineering conditions, to be met prior to the issuance of a program test authority, to correct a defect of the original grant in which the WTVM signal would not be sufficient in one area of Muskegon. The defect was disclosed by WGRD during the hearing.

The final decision noted that "Music has dwelt at some length in its argument on the fact that Versluis was unfeignedly eager to serve other areas as well as Muskegon and that even after deciding to apply for the Muskegon channel he took pains to insure a high grade of service to Grand Rapids. There was no showing, however, that the programs would be predominantly directed towards the Grand Rapids audience nor that the bulk of advertising revenue would come from that city . . . The doubts have been settled by the more calculable factors of compliance with the rules and specific program proposals. Such facts show that ch. 35 will be utilized for a Muskegon station."

FCC Approves $270,000 KGHL Sale, 3 Others

AMONG transfers approved last week by the FCC were KGHL Billings, Mont., WIFM-AM-FM Elkin, N. C., WHAP Hopewell, Va., and KBUC Corona, Calif.

KGHL was sold by Northwestern Industries Inc. to Midland Empire Broadcasting Co. for $270,000. Midland is composed of a group associated in the oil and gas production business.

Consideration for the sale of WIFM-AM-FM to a new corporation, Tri-County Broadcasting Co., was reported as $35,000. The purchasing group is headed by Henry F. Laffoon, publisher of the *Elkin* (N. C.) *Tribune*. His associates are Secretary-Treasurer W. P. Erwin, president-general manager and 50.2% owner of WBRM Marion, N. C., and Vice President Ed M. Anderson, president-majority stockholder of WBBO-AM-FM Forest City, WPNF Brevard, vice president-25% stockholder of WBRM, owner of the *Skyland Post*, West Jefferson; *Alleghany News*, Sparta, and *Transylvania Times*, Brevard, all in North Carolina.

WHAP was sold by Hopewell Broadcasting Co. for $38,000 to Southern Virginia Broadcasting Corp., licensee of WSVS-AM-FM Crewe, Va.

Transfer of KBUC control to Henry Fritzen from Elmer J. Bucknum and nine others also received FCC approval. Mr. Fritzen, president and 70% owner of KALI Pasadena, purchases 70% interest in KBUC for $12,117.

FCC Okays WTRI (TV) Move

CHANGE of the main studio location of ch. 35 WTRI (TV) from Schenectady to Albany was approved by FCC last week in action following up the Commission's earlier approval of the station's request that the uhf channel be assigned to the Albany-Schenectady-Troy area as a whole rather than just to Schenectady [B•T, May 17]. Area-wide service is proposed. The studio move drew dissent from Comr. Frieda B. Hennock. Reallocation of the channel was unsuccessfully protested by ch. 41 WROW-TV Albany.

WHWD Sale Falls Through

WHWD Hollywood, Fla., has advised FCC that sale of the station by Circle Broadcasting Corp. for $24,500 to Arnold Broadcasting Co., approved by the Commission in May [B•T, May 31], has not been consummated because of default on the part of the buyer. Ray Greene, part owner of WPNX Phenix City, Ala., is chief owner of Circle, which continues as WHWD licensee. Meanwhile, FCC has approved change of call letters of the outlet to WGMA, it was reported last week.

WBZ-TV

Boston

"Chases" the news on "NEW ENGLAND TODAY" and "NEWS AT NOON"

JACK CHASE opens WBZ-TV at 6:50, five mornings a week, with 10 minutes of agricultural information, market prices, weather, and news of rural interest.

He comes back on during NBC's Dave Garroway show "TODAY" at 7:25 . . . 7:55 . . . 8:25 . . . 8:55 . . . with five minutes of news, traffic information, flight and ship data, school information—anything that's pertinent to the area in and near Boston. And he is on again with news at noon.

An ace radio news director, Lieutenant Commander in the Naval Air Force, free-lance writer in air media, public relations man and world traveler, Jack Chase has plenty of background to make a news show come alive. Put it to work for you! For details, rates, availabilities—call Herbert Massé at WBZ-TV, or your nearest Free & Peters "colonel."

WBZ-TV CHANNEL **4**

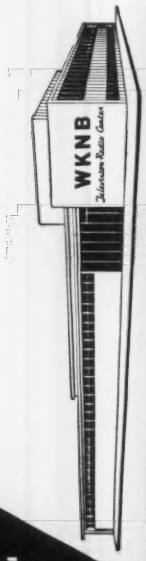
Boston

W B C

WESTINGHOUSE BROADCASTING CO., INC.

WBZ-TV · WBZ-WBZA, *Boston*
KW · WPTZ (TV), *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland, Oregon*

National Representatives:
FREE & PETERS, INC.
444 Madison Avenue
New York 22, N.Y.



The new WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

Advertisers GET RESULTS on WKNB-TV !
Increasing to 233,000 watts - Super Power

You cannot dominate the big Hartford - New Britain Market unless you use WKNB-TV now reaching more than 180,000 homes. Scores of success facts PROVE that advertisers GET RESULTS on WKNB-TV.

WKNB-TV CBS channel 30

COURT STAYS WSPA-TV BUILDING

WSPA-TV Spartanburg, S. C., was temporarily barred from building its ch. 7 station on Paris Mt., outside of Greenville, S. C., last Friday when the U. S. Court of Appeals in Washington issued a stay.

The stay followed arguments by WAIM-TV Anderson and WGVL (TV) Greenville, both S. C., asking for the court-imposed ban. Both stations have fought WSPA-TV's attempts to move its transmitter location to Paris Mt. from the outset [B•T, Feb. 1 *et seq.*].

The court's ruling, which also consolidated all previous appeals into one case, came the day after WGVL had argued for a stay and two months after WAIM-TV had asked for the same thing. Since the court is now in summer recess, it does not appear that argument on the merits will be heard before fall, with a winter decision apparently in view.

Both objectors are uhf stations—WGVL on ch. 23 and WAIM-TV on ch. 40. They claim that the move of WSPA-TV nearer to Greenville will make it a Greenville station rather than a Spartanburg station. They also charge that the move was necessitated in order for the Spartanburg station to secure a CBS-TV affiliation. The FCC has denied petitions and protests on the ground that the change in transmitter location does not conflict with any of its requirements for ch. 7 in Spartanburg.

Similar objections by the same protestants were made earlier this year when WSPA-TV received a special temporary authority to begin operation from Paris Mt. on an interim basis. In that case, the court issued a stay, and WSPA-TV surrendered its STA. This was followed by station's request for permanent modification of CP to locate on Paris Mt.

Religious Issue Rises In New Orleans Case

RELIGIOUS controversy has entered the New Orleans ch. 4 television hearing, a contest among Loyola U.'s WWL, Times-Picayune Pub. Co.'s WTPS and James A. Noe & Co.'s WNOE, which resumes Tuesday before FCC Examiner Elizabeth C. Smith.

WNOE has requested a subpoena to compel Father W. Patrick Donnelly, president of the Jesuit university, to produce documentary and other evidence relating to the world wide organization of the Society of Jesus, the U. S. citizenship of its members, alleged "control" over Loyola and "all educational institutions and commercial and communications enterprises of any kind whatsoever, wherever located in the U. S., which are owned, operated controlled or managed in any degree by the Society of Jesus."

WWL charged the attempt of WNOE to relate this information to the background and experience of Loyola "is an attempt to smuggle the legal issue in by the back door when it has been barred from the front door by the Commission's express finding" that all applicants, including WWL, are legally qualified applicants. The examiner has no jurisdiction to permit such inquiry, WWL held.

"Not only is this an attempt to inquire into religious beliefs and organization, which are not in issue in this proceeding," WWL contended, "it is an attempt to do so on a scale so enormous as to stagger the imagination."

Comr. Lee's Aide Weds

MARRIAGE July 3 of Elizabeth L. Dannelly, confidential assistant to FCC Comr. Robert E. Lee, to A. K. Payne of Washington, businessman, was announced last week.

Media Safety Advisors

MEDIA Advisory Group of President's Action Committee for Traffic Safety, named as an outgrowth of a February safety conference, includes Harold E. Fellows, NARTB president; Frank Stanton, CBS; Robert E. Kintner, ABC; Thomas F. O'Neil, MBS, and Sylvester L. Weaver, NBC. The committee is producing a promotion piece showing how to use radio, tv and other media in conveying traffic safety messages to public.

House Committee Praises Hearing Coverage in N. W.

MEMBERS of the House Un-American Activities Committee in discussions on the floor last week praised local radio, television and press coverage of its investigations June 14-20 in Seattle and Portland. Chairman Harold H. Velde (R-Ill.) who headed a group of six of the committee holding hearings in the Pacific Northwest on Communist activities there, praised local media.

Rep. Donald L. Jackson (R-Calif.), who took over as chairman of a subcommittee in the Seattle hearings, read into the *Congressional Record* a number of letters from organizations congratulating the committee's work, including one from the Seattle AFTRA local.

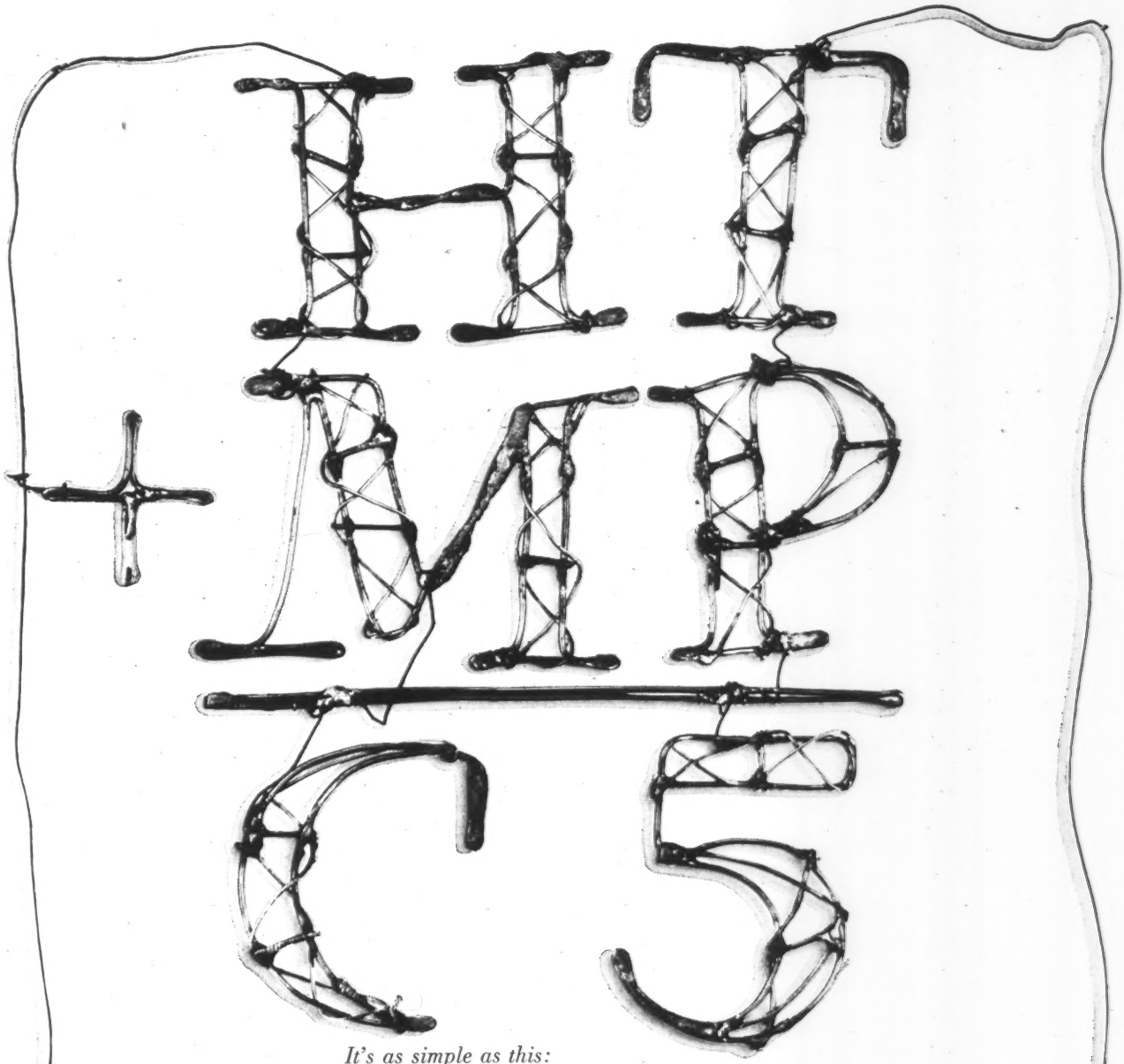
WKLO-TV Asks Ch. 13 For Its 'Major Market'

WKLO-TV Louisville, ch. 21 outlet which has suspended operation, petitioned FCC last week for assignment of ch. 13 on the ground the city as a major market deserves a third vhf channel for program choice. WKLO-TV would eliminate ch. 13 from Bowling Green, Ky., where no bid is pending, and from Indianapolis, where four applicants go to hearing Wednesday before FCC (see ACTIONS OF FCC, page 117).

The Louisville station suggested that in the alternative ch. 13 could be retained at Indianapolis if lower power or directional antennas were authorized. WKLO-TV charged that Louisville is larger than Indianapolis but only has two vhf channels allocated, while the Indiana city has three vhf assignments plus a fourth "in effect," ch. 4 at Bloomington, since the Bloomington transmitter has been permitted to locate within 32 miles of Indianapolis, which it also serves.

WPRO-TV Protest Denied

FOR the second time, FCC last week turned down the counter protest of ch. 12 WPRO-TV Providence, R. I., against operation of ch. 16 WNET (TV) there. WPRO-TV complained about the WNET commencement after the ch. 16 station filed a Sec. 309(c) economic protest against commencement of WPRO-TV on ch. 12. The WNET complaint was heard before an examiner and the record subsequently certified to the Commission for a decision, now pending. WPRO-TV's first counter protest was denied in March [B•T, March 22].



It's as simple as this:

Highest Tower plus Maximum Power equal Channel 5

To a television station already great by any normal standards

add—Chicago's Highest Television Antenna

add—*Chicago's only station with maximum power authorized by the FCC*

result—*WNBQ—now delivering in the teeming heart of*

America's second largest market ***a better signal to more than two million television homes***

WNBQ—the NBC station you already know for its quality in programming, audience acceptance, merchandising and sales impact is now transmitting a more powerful, more efficient picture to an even greater portion of the rich heart of the Middle West. This market represents almost 15 billion dollars in effective buying power and is now dominated by the vast new WNBQ tower, the highest TV antenna in the area. It's obvious—your television advertising will look better to more people on

WNBQ *channel* 5

NBC IN CHICAGO

Represented by NBC Spot Sales

RADIO-TV PRAISED FOR ASSISTANCE IN REDUCING JULY 4 TRAFFIC TOLL

Both President Eisenhower and National Safety Council laud media which helped to keep traffic fatalities under expected total.

THE part radio and television played in keeping down the July 4th holiday traffic toll drew praise and thanks from President Eisenhower and the National Safety Council.

The President Wednesday expressed personal thanks to all media for their cooperation, noting that he had opened his news conference of the previous week with a plea for a safety drive over the holiday weekend.

The "great cooperation" by radio-tv networks and stations and other public information media was hailed by the National Safety Council as a primary factor in the substantial reduction of Independence Day traffic deaths from pre-holiday estimates.

In an exclusive statement to B•T last Wednesday, the Council lauded networks and stations alike for their use of caution messages in helping to cut down the traffic toll not only from that of previous years but far below that of the Memorial Day weekend. Council spokesmen also paid tribute to the Advertising Council for its cooperation, and singled out President Eisenhower's appeal for media support.

The official toll of 348 deaths was 82 fewer than the 430 predicted by the Council for July 4th. For the first time, the July 4 toll was below that for Memorial Day in a given year.

The Advertising Council, utilizing two separate spot announcement allocations, called on advertisers to air messages on their network programs on July 5th when motorists were heading home from their out-of-town weekend, and urged pre-holiday announcements as well. Radio and tv networks along with stations were in the forefront of media which requested suitable material from the National Safety Council. Local outlets incorporated many of the spots into their news shows. The Ad Council also cooperated on a similar Memorial Day campaign.

A PUBLIC SERVICE radio campaign for the weekend motorist has been launched by General Motors Acceptance Corp. on WJBK Detroit. The Friday through Monday morning schedule of spot announcements features up-to-the-minute traffic condition reports, safe driving and car care tips, and information on places to go in and around the Motor City. Working on the series' details are (l to r): Harry R. Lipson, WJBK-AM-FM-TV assistant managing director; William J. Kennedy, GMAC regional manager for Detroit, who supervises each week's format, and Clarence R. Watson, GMAC regional dealer relations manager for Detroit.

Text of the NSC statement to B•T follows:

The National Safety Council believes that the 4th of July traffic toll was almost 100 below its predicted 430 deaths because of greater cooperation by public information media.

The Council believes cooperation by radio and television networks and stations was more widespread during this holiday period than during any other. This participation was dramatized when President Eisenhower made an urgent appeal for help by the media at his press conference before the weekend holiday trek got underway.

The Council believes that the efforts made by the government, public officials, volunteer safety workers and public information personnel persuaded the drivers, themselves, to do a better and safer job of driving. It expresses the hope that the Labor Day toll will be similarly reduced—even far below the 348 deaths of this year's 4th of July toll.

This was the first time the 4th of July toll failed to exceed the Memorial Day toll of the same year.

KCBH (FM) Goes on Air

KCBH (FM) Beverly Hills, jointly owned and operated by Arthur M. and Jean Crawford, proprietors of Crawford's Music Store, that city, started a regular eight hour daily broadcasting schedule June 30 from the site of the former KMGM (FM) Culver City transmitter on Breckenridge Peak, in Santa Monica Mountains. The station operates on 10 kw power, with 50 kw ERP, on 98.7 mc. Bulk of the equipment was purchased from KMGM, including the old transmitter building.

Once again, it's harvest time in Kansas. Despite earlier predictions of perennial crepe hangers, huge combines again sweep across billowing oceans of wheat . . . filling bins, elevators, and freight cars with golden wealth for *Our Folks*—the farm families of Kansas.

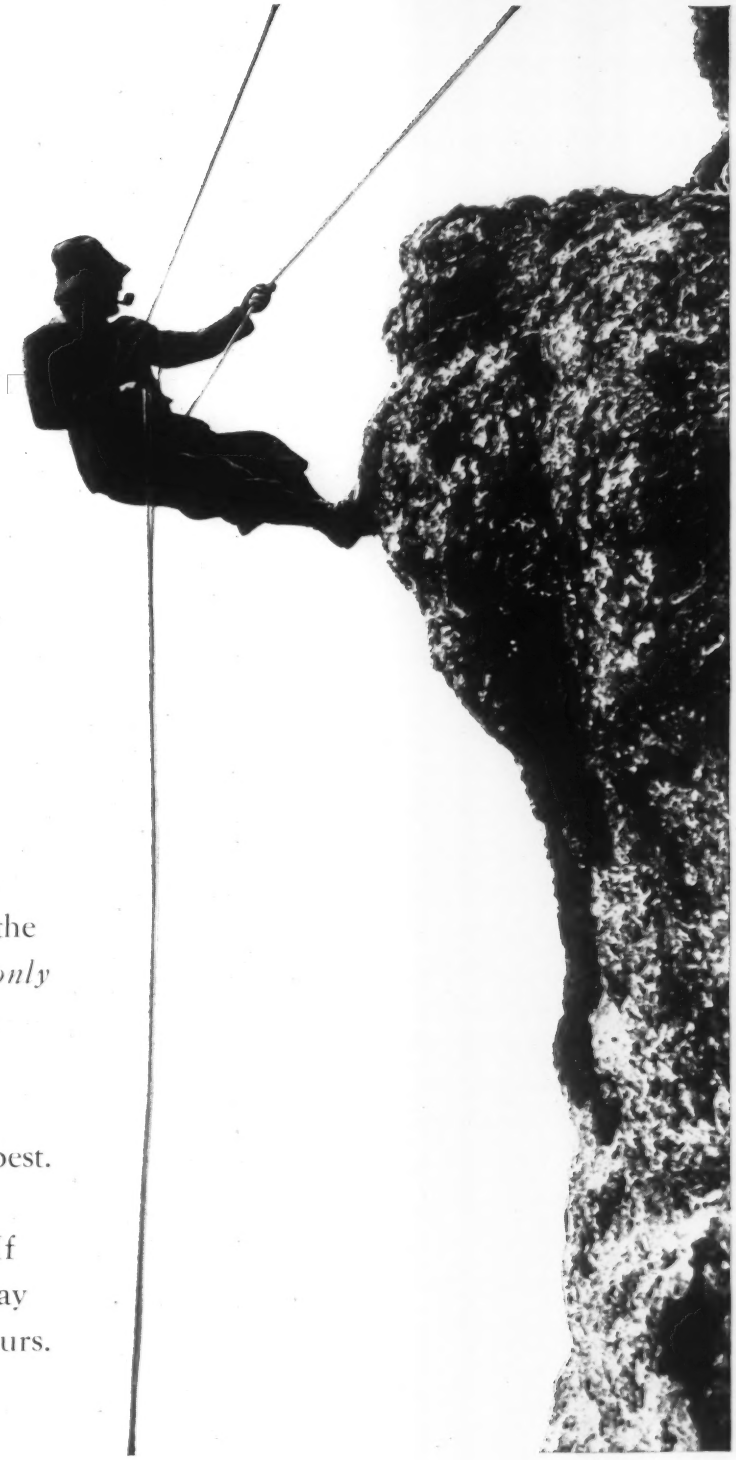
Long ago, advertisers learned that the surest way to get these wealthy families* to ask for their product by name is to choose the station that has always been the day-in-day-out listening choice of *Our Folks* on the farm . . . WIBW.

*58% above U. S. average Cons. Mkts. '53

"See Your Copper Man" WIBW CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr. WIBW - WIBW-TV and KCKN



Everyone has something he does best...

Here's what *we* do best. We give undivided attention and skill to the responsibilities of representing *only* television stations . . . and with a quality of results possible only through intense specialization. Foremost TV stations want the best. That's why we are privileged to represent those you see below. If you share their standards, you may well want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

The folks in Northeast Florida are "SWITCHING TO 36" at a rapid rate . . . and no wonder!

From these studios in JACKSONVILLE, FLORIDA . . .

WJHP-TV

Channel 36

presents 174 weekly quarter-hours of top network shows

ABC • NBC • DuMONT

plus 160 weekly quarter-hours of local programs and film presentations.

§ § §

Last year, the 454,700 folks in WJHP-TV's 9-county basic coverage area spent $445,402,000 for retail sales.

This year, these folks are spending more and more of their viewing hours watching CHANNEL 36 . . . and more and more of their Effective Buying Income purchasing goods and services advertised on CHANNEL 36.

§ § §

Just another reason why advertisers, too, are "SWITCHING TO 36" to sell this important Southeastern market.

For the complete story, call Jacksonville 98-9751 or New York MU 7-5047.

§ § §

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

Tulsa Broadcasting Makes Key Changes

SERIES of key changes in the administrative set-up of the Tulsa Broadcasting Co., operators of KTUL Oklahoma City, KFPW Fort Smith, Ark., and KTVX-TV Muskogee, Okla., were announced last week by L. A. Blust Jr., vice president and general manager.

Mr. Blust noted that the addition of KTVX-TV to the company's operations has prompted the increase in administrative personnel and also has made it necessary to expand the sales organization of the three stations, with a division of executive responsibilities.

Under the personnel changes, James P. Walker, former general manager of KATV (TV) Pine Bluff, Ark., has been named assistant general manager of Tulsa Broadcasting Co. Before joining KATV (TV) in August 1953, Mr. Walker had served Tulsa Broadcasting since 1943, starting as an account executive with the KTUL sales staff and serving later as general manager of KFPW.

MR. WALKER

Ben Holmes, formerly assistant manager of KOMA Oklahoma City, has been named national sales manager for the three TBC facilities. Mr. Holmes had represented KOMA in the national sales field for more than five years.

William D. Swanson, since August 1953 general sales manager for TBC, has been appointed local and regional sales manager for the three stations. He joined the organization in 1948 as an account executive on the KTUL sales staff.

MR. HOLMES

MR. SWANSON

WCFM (FM) Seeks Am Affiliate in Washington

WCFM (FM) Washington, which numbers three AFL union groups and several area cooperatives among its stockholders, is in the "exploratory stages" of seeking to add an am facility at the Nation's Capital.

The station is seeking $5,000 in donations from "friends" of the station to support the "general operation" through the summer and into the fall, according to W. M. Blaisdell, general manager. A letter circulated to listeners, dated June 28 and signed by C. Edward Behre, president, suggests $10 donations.

An "emergency meeting" of "all stockholders and friends of WCFM" has been called for July 19 for discussions "in terms of support of the operation and future financing," Mr. Blaisdell said.

The station has amended its bylaws to authorize labor groups to buy stock, and Central Labor Union (AFL), Washington, which claims 104 AFL locals with 155,000 members, last April became the first union stockholder[B•T, May 3]. Since then two other AFL groups have bought stock: Amalgamated Assn. of Street Electric Railway & Motor Coach Employes of America, Division 689; and International Union of Operating Engineers, Local 77. Several cooperative groups also are stockholders.

The WCFM letter states that the fm station has added seven hours to its broadcast time and that "a score of new accounts" has brought WCFM its highest gross income to date.

Creditors Urge Sale Of WTAC-AM-TV Flint

SALE of WTAC-AM-TV Flint, Mich., to Radio Hawaii Inc., owners of KPOA Honolulu, is being negotiated, it became known last week when a creditors' committee circulated a consent letter to be signed by creditors. Sale price is understood to be about $275,000.

Radio Hawaii, which bought KPOA from J. Elroy McCaw and John D. Keating for $400,000 is a subsidiary of Tele-Trip Policy Co. of New York, aviation insurance specialists [B•T, March 29].

The creditors' committee was formed last May, following the financial difficulties of WTAC-TV on ch. 16. It is headed by W. G. Krapohl, Raytheon, and includes Dee Cramer (heating), Charles E. Pemberton (landlord), H. L. Conrad Jr., Christman Co., and John Parker, Parker Adv., Flint. They recommended that all creditors consent to the transfer and called attention to provisions for repayment of creditors on a sliding scale following FCC approval.

All creditors will receive a note in the full amount of the debt, the creditors' committee said, bearing 3½% interest to be paid as follows: $200 or less, within 30 days of closing; $200-$500, within 60 days of closing; $500-$800, within 90 days of closing; more than $800, over an 18-month period in 14 equal installments, the first installment to be paid at the end of the fourth month after closing.

The committee also called attention to a $72,000 debt due George W. Trendle and the Trendle-Campbell-Meurer Inc., to be paid after all creditors are satisfied. The same interests own and produce the *Lone Ranger*, the *Green Dragon* and other productions. The stations are licensed to the Trendle-Campbell Bcstg Corp.

WTAC, affiliated with ABC, began operations in 1946, transmits on 600 kc with 1 kw day, 500 w night, directional. WTAC-TV started in October 1953, but suspended operation last April [B•T, May 1].

CANNON CONNECTORS IN STOCK

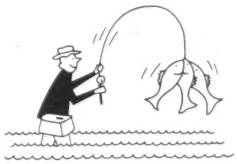
GATES-LOS ANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351

Bonus from Mt. Washington TV

$20,000 CUSTOM HINCKLEY "36"

Use America's only "3-state one-station TV network" and save — in just 35 weeks of a 10 per week 20 second spot campaign — the cost of a $20,000 Custom Hinckley "36".

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.



THREE STATE CATCH

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.

EXTRA COVERAGE

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,461 as of April 30 — RETMA.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Food Store Sales:
UP 74.3 %

WFBM-TV
Indianapolis • CBS

WHBF-TV
ROCK ISLAND, ILL.
CBS FOR THE QUAD-CITIES
is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,800)
Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

WCAU-TV Boosts Power From New 'Sky Tower'

WCAU-TV Philadelphia last Wednesday began operating from its new 1,000-ft. "Sky Tower" and increased its power to the maximum 316 kw, enabling it to almost double the coverage area, Donald W. Thornburgh, president and general manager, has announced.

The new tower, located on a 30-acre tract in Roxborough, is reported to be the tallest structure ever built in the Philadelphia area. It stands 1,261 feet above sea level, twice as high as the City Hall and 500 feet above WCAU-TV's previous antenna, the station said. The strengthened ch. 10 signal will serve a four-state, 35-county area, reaching sections of Maryland, Delaware and New Jersey, in addition to Pennsylvania. This enlarged area is expected to reach six million people, two million more than previously covered.

After early morning tests the past two weeks, reports of signal clarity and brightness have been received from points as distant as New York City; Buffalo, N. Y., and Richmond, Va. WCAU-TV uses a newly-designed 50 kw transmitter.

STRAUSS Stores (auto accessories, other supplies) buys a year's participations on WMGM New York's Ted Brown program. Signing is Les L. Persky, president, Products Services Inc., Strauss agency. Others (l to r): Rhoda (The Redhead) and Ted Brown, stars, and Sam Faust, WMGM account executive.

WNBQ (TV) Assumes Full 100 Kw Power

WNBQ (TV) Chicago has begun operating with full power of 100 kw on ch. 5 and new transmitter antenna towering 747 feet from street level at the city's Kemper-Civic Opera Bldg.

The new tower is 120 feet higher than the station's original antenna and will provide greater fringe area reception. It had been operating with 75 kw until July 2.

WCBS-TV Starts Color Show

CBS' WCBS-TV New York is presenting a new half-hour color tv series for summer viewing, *Time for Color*, which started June 28 and will continue through Aug. 28. The film series, which will be shown on Monday, 5-5:30 p.m. EDT, will consist of color subjects, including Gene Autry westerns, a Hans Christian Andersen fairy tale and a Hal Roach featurette.

Wine on WABD (TV)

UNDER a contract said to be "one of the largest" placed by a winery on a single station, E & J Gallo Winery has signed for 1,300 eight-second station identification announcements on DuMont's WABD (TV) New York. In announcing the contract last week, Lawrence L. Wynn, station manager, said its terms take effect immediately and will continue until May 29, 1955. The contract calls for daily announcements, seven days a week. Agency for Gallo is Carlo Vinto Adv., New York.

WTBO Cumberland Sold To German for $110,000

WTBO Cumberland, Md., was sold last week to Arthur W. German of New York by Maryland Radio Corp., headed by Charles E. Smith, Howard Chernoff and George Clinton. Consideration was $110,000. The transfer includes a uhf television permit for ch. 17.

Mr. German is a son of William J. German, head of the firm distributing Eastman Kodak films in the United States. The transaction was handled by Blackburn-Hamilton Co. WTBO was founded in 1928. It operates on 1450 kc with 250 w power and is an NBC affiliate.

STATION SHORTS

KING Broadcasting Co., Seattle (KING-AM-TV) combines radio and tv news staffs into one news-gathering operation. **Charles Herring** assumes newly created position as news director for the company, and **Richard Ross** is named associate news director of combined operation.

WIRK-TV West Palm Beach, Fla., announces a plan for expansion of facilities which includes a new studio camera and film camera chain. Air conditioning also will be added to all the studios and offices.

WKNX-TV Saginaw, Mich., announces installation of UP photo facsimile service in conjunction with its expansion program. Construction work on expanded studio and transmitter building is progressing, WKNX-TV reports, and power boost above 200 kw ERP is scheduled for late summer.

Retailers, manufacturers and other exhibitors at Long Beach, Calif., "Do-It-Yourself" Show were given opportunity to compose and record own radio commercials at tape recording booth maintained by **KFOX** that city, during show. Several new accounts were reported by station president **Franz Fetsch,** as result.

RELAXING!

ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89

WCCO Radio's emcee Bob DeHaven stands 6′ 2″ and weighs 240 pounds. Yet DeHaven is no Paul Bunyan.

No comparison?

Unless you compare 'em like this . . . Bunyan only worked a 12-hour day. DeHaven works from 7:15 a.m. to 11 p.m., doing 23 programs a week all told. (*Every one is first in its time period!*) Bunyan could be heard several miles away when he shouted. DeHaven is heard at least once a week by more than a million different people in WCCO's 109-county primary area. Bunyan made quite an impression on everyone he met. DeHaven makes impressions on people he never even met — totalling more than 6,000,000 listener impressions a week! (Between broadcasts, he does his best to meet them all, by making personal appearances throughout the Northwest.)

Adds up to this. *No* one compares with Bob DeHaven when it comes to making a good impression for your product in the Northwest. He stands in a class by himself.

Minneapolis-St. Paul **WCCO RADIO**
Represented by CBS Radio Spot Sales

KEDD
WICHITA KANSAS
NBC • ABC
97
97% OF THE WICHITA TV AUDIENCE SEE TELEVISION AT ITS BEST ON KEDD
KEDD
CHANNEL 16
WICHITA
KANSAS
REPRESENTED BY
Edward Petry & Co., Inc.

KWK-TV BEGINS; SIX OTHERS READY

Second vhf station in St. Louis commences less than three months after the final FCC go-ahead was given.

JUST one day short of 11 weeks since receiving its grant for ch. 4, KWK-TV St. Louis began broadcasting the second vhf signal into the market. First telecast, last Thursday, was at 7 p.m. Beginning this week, KWK-TV plans to be on the air from 5 p.m. to midnight, and by Sept. 27 will expand to a full 7 a.m. to midnight broadcast day, Robert T. Convey, president of KWK Inc., announced.

The grant was made April 21, after a merger with competing applicants Missouri Valley Broadcasting Co. (KSTP-AM-TV Minneapolis-St. Paul and St. Louis businessmen) and KXOK St. Louis. Ownership of KWK is scheduled to be revised so that previous majority owners (Mr. Convey and associates) own 28%; KSTP, 23%; *St. Louis Globe-Democrat,* previous minority owner, 23%; KXOK owners, 23%, and St. Louis residents of Missouri Valley applicant, 3% [B•T, April 12]. It also was agreed that KXOK would be purchased by Elzey M. Roberts Jr. and C. L. Thomas, president and general manager of the 5 kw, 630 kc facility.

The station began telecasting with a CBS-TV affiliation from studios in the *Globe-Democrat* Bldg. with 100 kw.

Six other tv stations, bringing the first local video outlets to five cities, are reported scheduled to begin regular programming this week.

The new stations, four vhf, are:
WMSL-TV Decatur, Ala. (ch. 23), July 15.
WTHI-TV Terre Haute, Ind. (ch. 10), July 15.
KDRO-TV Sedalia, Mo. (ch. 6), July 15.
KXJB-TV Valley City, N. D. (ch. 4), July 18.
WCET (TV) Cincinnati (ch. 48), educational, July 19.
KGEO-TV Enid, Okla. (ch. 5), July 15.

These will be the first local tv stations for all cities except Cincinnati. The start of educational WCET's programming will give that city its fourth outlet. An abbreviated summer schedule, 4-5 p.m. and 6-8 p.m., Monday through Friday, will allow WCET time to test and develop its programs for the fall, Uberto T. Neeley, general manager, said. This will be the seventh educational station to begin regular programming.

KGEO-TV began test pattern transmission last Tuesday, George Streets, general manager, reported.

WMTW (TV) Poland, Me. (Mt. Washington, N. H.), has started construction on the foundation of its transmitter building atop Mt. Washington. It will take winds of more than 231 mph, highest velocity ever recorded, to do even slight damage to the foundation, the station reported. A one-story building will be bolted to this base.

The ch. 8 station will be affiliated with CBS and ABC and expects to begin commercial operation Aug. 15. Weather forecasts will be one WMTW feature. The U. S. Weather Bureau has a station about 100 feet from WMTW's transmitting site.

The Southwestern Publishing Co., permittee of ch. 2 at Henderson, Nev., has appointed John E. Pearson Co. as representative, Donald W. Reynolds, president, has announced. The station is expected to begin programming by Christmas.

Two more stations are expected to begin regular programming by July 31: WBOC-TV Salisbury, Md. (ch. 16), and KETC (TV) St. Louis, Mo. (ch. 9), educational. (For details see TELESTATUS, page 127.)

F. R. HOUSEHOLDER (r), president of WJVA South Bend, Ind., and chairman of the Indiana Broadcasters Assn. traffic safety committee, receives a state recognition award on behalf of Indiana radio stations for promoting traffic safety. Professor Joseph Lingo, representing Gov. George N. Craig, makes the presentation.

Draughon Sells Two-Thirds Of WSIX-AM-TV to Local Pair

SALE of two-thirds of WSIX-AM-TV Nashville, Tenn., to two local businessmen was announced last week by Louis R. Draughon, present owner and general manager. Application for FCC approval is due to be filed this week, after auditing of station assets and real estate transfers scheduled over the past weekend.

New owners, with one-third each, are W. H. Chriswell, real estate dealer, and Robert Stanford, lumber and business supplies merchant. Mr. Draughon retains one-third interest and continues as general manager of the stations.

WSIX, with 5 kw on 980 kc, is affiliated with ABC. WSIX-TV, on ch. 8, is affiliated with CBS, ABC and DuMont. The seven-month-old outlet has been operating at a profit since the beginning of this year, it is understood.

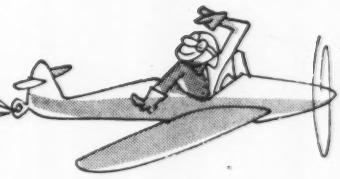
WNCT (TV) Switches Towers

WNCT (TV) Greenville, N. C., has started telecasting from its new 878-ft. tower after going off the air for two days to make the switch from the temporary 325-ft. structure. The ch. 9 outlet programs continuously from 6:45 a.m. to 11:30 p.m. daily, with 100 kw video power and 56 kw audio. It is expected the new tower will bring improved tv service for viewers within a radius of 50 miles from Greenville.

UMP-TEEN LAUGHS

ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89

Some people are born leaders



...like WCAU-TV —tops in Philadelphia!

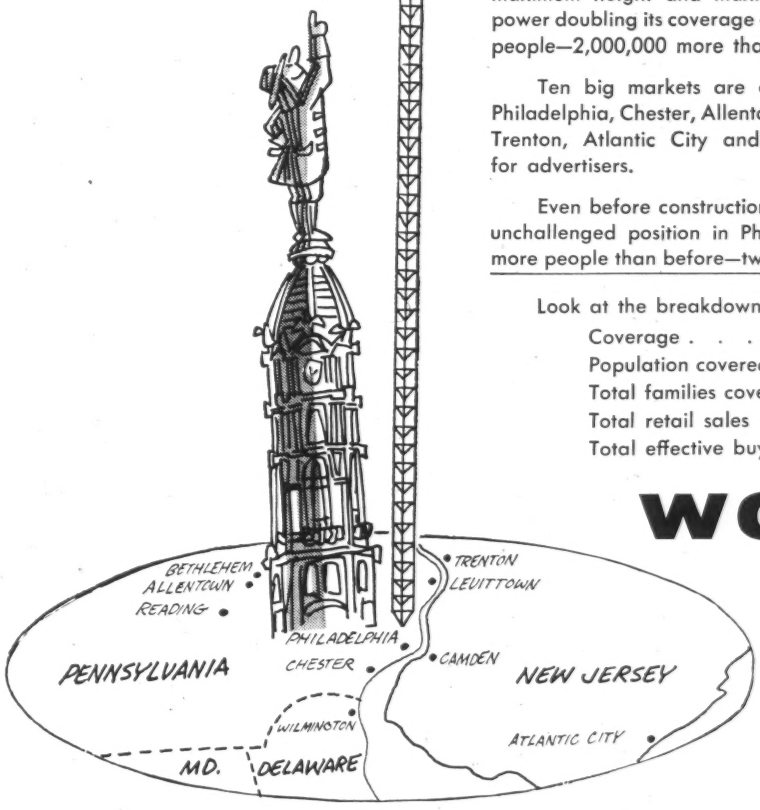
WCAU-TV is now transmitting to the booming Philadelphia area from its new maximum-height, maximum-power SKY TOWER—1000 feet tall with 316,000 watts! Reaching out into a 35-county, 4-state area, WCAU-TV is now the only Philadelphia station operating with both maximum height and maximum power. With the tenfold increase in power doubling its coverage area—WCAU-TV now reaches over 6,360,000 people—2,000,000 more than before!

Ten big markets are available to buyers from this one station: Philadelphia, Chester, Allentown, Bethlehem, Levittown, Reading, Camden, Trenton, Atlantic City and Wilmington—an unparalleled opportunity for advertisers.

Even before construction of the SKY TOWER, WCAU-TV enjoyed an unchallenged position in Philadelphia. Now—WCAU-TV reaches 45% more people than before—twice as many square miles—10 major markets!

Look at the breakdown:

Coverage	35 counties
Population covered	6,360,178
Total families covered	2,292,300
Total retail sales	$8,935,730,000
Total effective buying income	$13,418,528,000



WCAU-TV

blanketing America's greatest industrial expansion area

THE PHILADELPHIA BULLETIN STATION • CBS AFFILIATE • REPRESENTED BY CBS TELEVISION SPOT SALES

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJiM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV

STAINLESS INC.

Partial List of our TV Towers

NORTH WALES P A.

Write, wire or phone

WLBR-TV	WREX-TV	WEEU-TV
WRAY-TV	WHUM-TV	WOC-TV
WERC-TV	KOAM-TV	WCOS-TV
WKLO-TV	WNOK-TV	WLAM-TV
WMRC-TV	WWOR-TV	WHBQ-TV
KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

Greene to Head KTVU (TV); LaRue Quits, Sells Interest

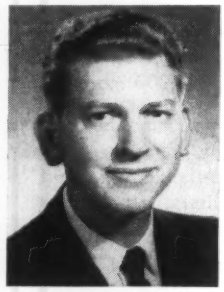
DAVID M. GREENE, operations manager of ch. 36 KTVU (TV) Stockton, Calif., has been appointed manager of the station following resignation of Knox LaRue, it was announced last week by Warren Brown Jr., president.

Mr. LaRue has sold his 20% interest in the station to Browen Industries, which also has acquired the 5% holding of L. E. Chenault, manager and part owner of KYNO Fresno, it was disclosed. Browen Industries becomes sole owner of the tv outlet. The parties refused to disclose the price until an interim ownership report is filed with FCC.

Mr. LaRue will devote his time to managing the three California radio stations in which he holds substantial minority interests. These are KSTN Stockton, KONG Visalia and KMOR Oroville. Browen Industries publishes several newspapers in California, including the *Richmond Independent, Fontana Herald News* and *LaMesa Scout.*

Dodson Named to Head WKY Radio Operations

EUGENE B. DODSON, administrative assistant at WKY-AM-TV Oklahoma City since 1951 and former newspaperman, has been named to succeed Robert E. Chapman, who died May 26, as director of radio operations, it was announced last week by P. A. (Buddy) Sugg, stations manager.



MR. DODSON

Mr. Dodson joined the ch. 4 outlet in 1949 as promotion manager and previously was news editor of the Norman (Okla.) *Transcript* from 1947-49 and a reporter on Oklahoma City's *Daily Oklahoman* from 1934-42. He was a reporter and desk editor with the AP in Washington from 1945-47.

WLIB Expands Negro Shows

WLIB New York has increased its Negro program block to 68½ hours per week, Harry Novik, general manager of the station, announced. Mr. Novik said the new schedule will give WLIB "the largest single Negro program schedule of any station in New York City and more than one-third as much additional time devoted to Negro programming as that of the next nearest station in this specialized field."

REPRESENTATIVE APPOINTMENTS

WNOW-TV York, Pa., appoints Forjoe Tv as national representative.

WELI New Haven, Conn., appoints R. C. Foster, Boston, as New England representative.

CKXL Calgary, Alta., appoints Forjoe & Co., N. Y., as exclusive representative.

WAAB Worcester, Mass., appoints Forjoe & Co., N. Y., as national representative.

STATION PEOPLE

Dick J. Kasten, general manager, KSTM-TV St. Louis, and president and general manager, KSTL same city, elected to board of directors, Broadcast House Inc., KSTM-TV licensee.

Joseph Michael Baisch, assistant general manager, Milwaukee Area Telecasting Corp., appointed general manager, WREX-TV Rockford, Ill. Mr. Baisch remains a director and treasurer of the Milwaukee Corp.

Glenn Kyker, Kenyon & Eckhardt, Detroit, appointed sales promotion manager, WWJ-AM-TV same city.

Wayne Muller, Hollywood account executive, KBIG Avalon, promoted to national sales manager.

John S. McSheehy, local sales representative, WWOR-TV Worcester, Mass., named promotion manager.

Benjamin Turnbull, sales staff, WDOS Oneonta, N. Y., promoted to sales manager.

Jean L. Mowbray, formerly with Kaufman-Strouse Adv., Baltimore, appointed to newly-created position, promotion manager, WFBR same city.

Wilburn Smith, program director, WFVA Fredericksburg, Va., named general manager, WPRT Prestonsburg, Ky.

Roderick F. MacDonald, production manager, WMTV (TV) Madison, Wis., to production staff, WLWD (TV) Dayton, Ohio.

Donald A. Seeks, engineer, KLAS-TV Las Vegas, resigns to become technical director, KERO-TV Bakersfield, Calif.

Frank Struzzieri, film director, WKNB-TV New Britain, Conn., to WJNO-TV Palm Beach, Fla., in same capacity. **Dan F. Durniak,** production manager, WTOV-TV Norfolk, Va., to WJNO-TV as assistant production director.

Larry Kirk named farm director, KFKA Greeley, Colo., and host of 5:30-7 a.m. Mon.-Sat. show.

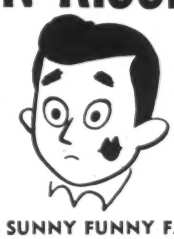
Robert M. Fairbanks, promotion manager, KCBS San Francisco, named sales promotion assistant, KNX Los Angeles and CPRN, effective today (July 12).

Richard Gerkin, John Blair & Co., station representatives, named an account executive, WNEW New York sales department.

John Barrett and **Orv Kock,** KLMS Lincoln, Neb., promoted to production director and chief announcer, respectively.

Sam Cohen, staff news writer, KFAB Omaha, and **Hugh McCoy,** newscaster, same station,

FUN-KISSED!



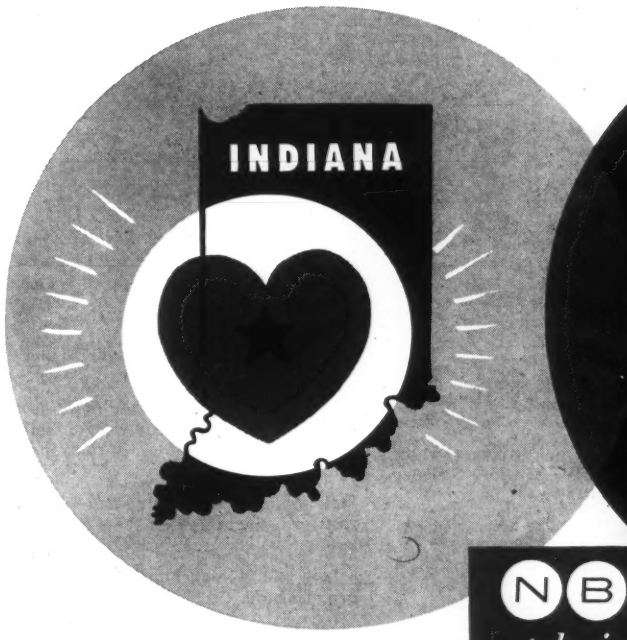
ZIV'S SUNNY FUNNY FAMILY

See pages 87, 88 & 89

WTTV

Reaching and Serving

The GREAT HOOSIER HEARTLAND



SET COUNT — 545,535
(RTMA — May 1, 1954)

Grade A Coverage
Indianapolis • Terre Haute

Grade B Pop. • 1,922,150
(SRDS — Consumer Markets)

NBC television

For BLOOMINGTON · INDIANAPOLIS · TERRE HAUTE
and all the Hoosier Heartland

WTTV Channel **4** Owned and Operated by Sarkes Tarzian in Bloomington, Indiana

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

a long, long line of happy national
accounts to prove you get more results at
less cost with KDUB-TV in Texas' fastest
growing met. area — LUBBOCK
just ask your Avery-Knodel man.

CBS & DUMONT TELEVISION

KDUB-TV
LUBBOCK, TEXAS

W. D. "Dub" Rogers, Pres. & Gen. Mgr.
George Collie, National Sales Mgr.

WKNB New Britain-WKNB-TV West Hartford President Julian Gross (l) presents key to Connecticut Gov. John Lodge (c), who dedicated the new WKNB Television-Radio Center June 23. At right is Peter B. Kenney, general manager of the 840 kc-ch. 30 outlets. More than 10,000 people toured the new center in four days.

promoted to day and night news editor, respectively.

George E. Probst, director of radio and tv, U. of Chicago, effective July 30, appointed director of programs-assistant general manager, educational WGBH (FM) Boston and WGBH-TV Boston, which is expected to begin broadcasting this fall.

Robert Mancuso to staff of WBEL Beloit, Wis., as sales representative.

David Platt, formerly manager, WKLM Blackstone, Va., to sales staff, WGSM Huntington, N. Y.

Ann Williams, continuity and women's editor, WPTR Albany, N. Y., to WTRI (TV) Schenectady, N. Y., in same capacity.

Bill Eubanks, KVOR Colorado Springs, Colo., to announcing staff, WRNY Rochester, N. Y.; **Jo Anne Calkins** to WRNY staff.

William S. Daniels, KBIG Avalon, Calif., rejoins KFWB Hollywood announcing staff succeeding **Jim Smallwood,** who will enter the insurance field.

Dick Tufeld, reporter-announcer, ABC Western Div., Hollywood, to KNXT (TV) same city, in similar capacity.

Mark A. Thoreson Jr., Ruthrauff & Ryan Inc., N. Y., to copywriting staff, KGMB-TV Honolulu.

Mel Mixon, disc m.c., WJIV Savannah, Ga., to KWEM Memphis, Tenn.

Tom Harvey and **Ensor Stoddard** named summer relief announcers, WIP Philadelphia; **Vivian Cooper** returns after absence to program dept.; **Ernie Merker,** formerly program director, educational WPWT-FM Philadelphia, to WIP engineering staff, summer months.

June Healey, news dept., KNXT (TV) Hollywood, named secretary to General Manager **James T. Aubrey,** replacing **Flora Cotrone,** resigned to join U. S. State Dept.

Frank P. Fogarty, general manager, WOW-AM-TV Omaha, Neb., named president, Omaha Chamber of Commerce; **Lyle DeMoss,** assistant general manager, named president, Omaha Advertising Club; **Bill Wiseman,** sales manager, named vice president, Omaha Sales Managers Assn.

LaVell Waltman, sales manager, WAVE Louisville, elected president, sales executive council, Louisville Chamber of Commerce, succeeding **Douglas Cornette,** assistant to general manager, *Courier Journal, Times* and WHAS same city.

A. Boyd Siegel, chairman of board and managing director, WJPA Washington, Pa., installed as president, Rotary Club, same city.

W. C. Swartley, general manager, WBZ-TV Boston, installed as vice president, Rotary Club, same city.

Sam Zurich, production director, WBTV (TV) Charlotte, elected first vice president, Exchange Club of Charlotte.

Thomas C. McCray, general manager, KNBH (TV) Hollywood, as chairman, Radio-Television - Recording - Advertising Charities Inc., awarded certificate of appreciation by Welfare Planning Council, Los Angeles region.

Alan Rock, news editor and director of public affairs, WFEA Manchester, N. H., selected to serve on New Hampshire Traffic Safety Advisory Council.

Walt Novell, program director, KBIF Fresno, re-elected to Fresno County Democratic central committee.

Conway Robinson, farm program director, WBAL Baltimore, named publicity chairman, Maryland beef promotion campaign.

Paul Hume, music editor, *Washington Post-Times Herald,* selected as commentator for *Guest Conductor* program over WOL there, according to announcement from American Trucking Assns. Inc.

Ray Perkins, KIMN Denver, winner of Perry Como Dream Show disc m.c. competition.

George Moskovics, director of tv development, KNXT (TV) Hollywood, spoke before Riverside Kiwanis Club on use of tv to increase retail sales.

Jack Zaiman, commentator, WDRC-AM-FM Hartford, Conn., selected as most outstanding graduate, Weaver High School, same city.

Milton L. Greenebaum, president, Saginaw Broadcasting Co., Flint, Mich. (WSAM-AM-FM), and Attilia Severno were married July 1.

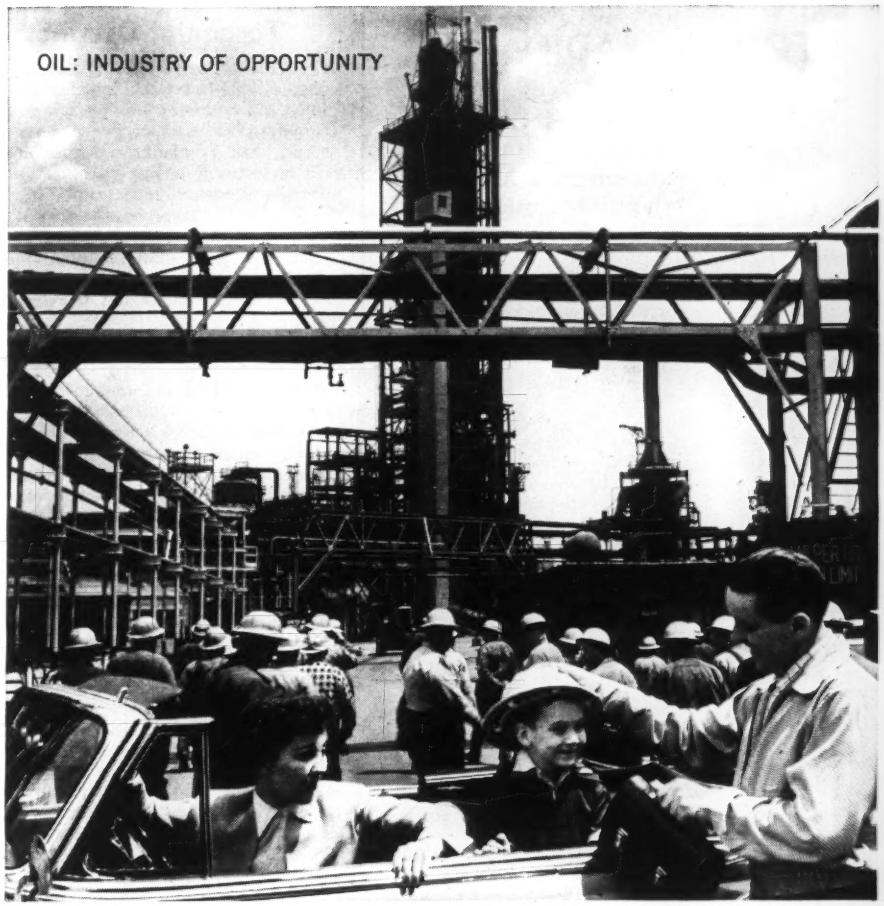
Bill Estes, salesman, WSB-TV Atlanta, Ga., father of boy, June 28.

Lathrop Mack, KFBB Great Falls, Mont., father of girl, Roberta, June 26.

Walter L. Tenell, 50, secretary, Door County Broadcasting Co., Sturgeon Bay, Wis., licensee, WDOR there, died July 5.

FRESH AS A WINK!

ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89



BROOKLYN, N. Y.: Saying good-bye to his wife and 5 year-old son, World War II veteran "Woodie" Powers starts his day of work at an oil refinery. "Woodie" Powers' father and grandfather worked in refineries before him and "Woodie" can tell you about the job opportunities opened up by new refineries. Modern, efficient plants also mean more and better oil products for the public.

COLORADO: Don Bettinger, working as pumper in a new oil field, shops with his wife in Sterling, Colo. Says Vince Quinn, supermarket manager: "Oil is putting new money into circulation here. It's sure helping our economy."

CALIFORNIA: Roderick McPherson, operator of a new service station in Walnut Creek, looks over his newly completed home with his wife. He says: "Thanks to the opportunities oil offered me, our dream of owning our own home has come true."

OHIO: Gordon Meffley, transport driver for an operator of a new bulk storage depot in Lima, Ohio, banks part of his pay. Meffley says, "You can make plans for the future when you work in an industry as stable as the oil business."

Oil Puts More Men To Work In '54

In 1954, U. S. oil companies will boost America's economy by investing more than 4 *billion* additional dollars.

This large sum, which will create many new jobs this year, will be invested in every branch of the industry and in every state of the union.

As one of the nation's leading newspapers recently commented: "Much of the money, of course, is to be spent gambling—gambling, that is, on the possibility that oil is actually to be found under a certain piece of ground, gambling that oil demand in a certain region will justify new and expensive refining and pipeline installations and the like. Such 'gambling,' or risk-taking . . . is of course implicit in the free-enterprise system, the risks being compensated for by the rewards to those who are successful.

"That free enterprise works is nowhere better illustrated than by the example of the oil industry and of the magnificent success it has had in meeting our vast and growing needs for essential petroleum products."

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Farm Households:
UP 147.3 %

WFBM-TV
Indianapolis • CBS

TV CLIENTS NEED TO ADD RADIO—NBC

Use of 200 NBC Radio-affiliated stations will add 17.1 million non-tv homes in unduplicated circulation to a full network tv advertiser's audience, NBC promotion booklet says.

NETWORK RADIO—specifically NBC Radio—duplicates tv "least" and complements tv "best."

This claim was advanced in a new promotional booklet prepared by NBC and distributed last week. Titled "Memo to: A Television Advertiser; From: The NBC Radio Network," the booklet contends that the advertiser using only network tv must complement this advertising for full national coverage. It points out that even the television advertiser with a full tv network, whose show is watched by every home with television, still misses 17,100,000 non-tv homes—or 37% of the total 47,560,000 homes in the country.

The booklet presents a chart to show that even with a full tv network, NBC Radio adds the most unduplicated circulation to television with 17,100,000 homes, as compared with 2,155,000 for *Life* magazine and 3,574,000 for *This Week*.

The basic tv network, according to the booklet, covers 49% of the U. S. homes having tv sets although 63% of the homes have sets. Should an advertiser decide to cover all 29,495,000 tv homes, it is pointed out, coverage would go up 21% and the cost 50%. The booklet cautions that "full tv station clearance is virtually impossible."

Pointing out that the 200 NBC-affiliated radio stations cover 98% of total U. S. homes, numbering 46½ million homes, the booklet states that this includes non-tv America, comprising 17,100,000 homes. This unduplicated circulation, it is noted, is eight times that of *Life* and more than four times that of *This Week*. One out of four homes in the 165 top markets alone, the booklet stresses, are radio-only homes, covering some 6,426,000 families.

"No wasted dollars when you go for maximum audience extension," the booklet states. "In 47 radio-tv programs studied by A. C. Nielsen, the highest delivered audience duplication for any combination was 4.3%. The average duplication for all 47—only 1.9%."

The booklet concludes by offering, at no cost to the television advertiser, a complete Nielsen analysis of the firm's television advertising, combined with a recommended complementary schedule over NBC Radio.

The booklet was prepared by the NBC Radio network sales development group under the supervision of Howard Gardner, director.

Toscanini Declines

A CABLE from Arturo Toscanini was made public last week in which he declined the invitation of the former NBC Symphony to conduct its concerts next season. Mr. Toscanini said that "my age and my present feeling do not allow me to make plans for the future." Following liquidation of the orchestra by NBC last April, members of the group reorganized it and last week disclosed plans to prepare papers for its incorporation to accept concert, radio and television appearances.

The Sesac Transcribed Library presents

RICHARD MALTBY and his Jazz Classics Orchestra

"Richard Maltby and his Jazz Classics Orchestra are truly superb and are doing a great job for us. SESAC again tops everything with this."
Frank J. Prendergast, WTMV, E. St. Louis, Mo.

"Maltby has the clean, fresh modern touch. Ballads and Jazz equally well arranged for all ears." *Larry Kenfield and Ross Miller, WTIC, Hartford, Conn.*

"Cheers for Richard Maltby and his Jazz Classics Orchestra. Wow! What a band! SESAC can well be proud of this group. Our listeners constantly ask for more and more." *Boyd Phelps, WRRR, Rockford, Ill.*

The SESAC Transcribed Library is lowest in cost for a complete Program Service.

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

Three Colorado Tvs Form Gold Nugget Net

THREE Colorado tv stations have banded together via microwave link to form the latest regional network, the Gold Nugget Tv Net, according to a joint announcement by Don Searle, executive vice president and general manager, KOA-TV Denver; Douglas D. Kahle, president and general manager, KCSJ-TV Pueblo, and Joe Rohrer, president and general manager, KRDO-TV Colorado Springs.

The inaugural telecast, saluting the proposed Air Force Academy to be located in Colorado Springs, was held July 1 from the KOA-TV studios. The network serves a market of 27 counties, representing more than 80% of the state's population and buying power, the announcement said.

Business address is 1625 California St., Denver. William F. MacCrystall has been named general sales manager. Edward Petry & Co. and Avery-Knodel Inc., who represent the member stations, also will represent the network.

WSPA-TV Signs With CBS-TV

SIGNING of WSPA-TV Spartanburg, S. C., as a primary interconnected affiliate of CBS-TV, effective Sept. 26, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. WSPA-TV, on ch. 7, is owned by the Spartan Broadcasting Co. Walter Brown is general manager.

'Amos 'n' Andy Music Hall' Set

NEW *Amos 'n' Andy Music Hall* series will be presented over CBS Radio Mondays through Fridays at 9:30-9:55 p.m. EST, starting in September, Adrian Murphy, president of the network, and Freeman Gosden and Charles Correll, creators of the *Amos 'n' Andy* program, announced last week. The nightly series will be in addition to the Sunday evening *Amos 'n' Andy* broadcasts, also on CBS Radio.

Meanwhile, CBS-TV Film Sales reported the signing of eight additional advertisers for the *Amos 'n' Andy* tv film series, bringing the total to 108.

NBA May Solicit Networks

NATIONAL Boxing Assn., comprising state boxing commissions, will vote at its Sept. 13-15 convention in Cleveland on a proposal to admit tv networks as special service members. Col. Harvey L. Miller, NBA executive secretary, said a fee of $50 per show has been proposed for these memberships. The idea was proposed by Harry Markson and Truman Gibson of the International Boxing Club. Col. Miller said the money would be used for clerical help, with NBA officials donating their services.

NBC-TV Gets Basketball

NBC-TV will telecast the games of the National Basketball Assn. each Saturday, starting Oct. 30, it has been announced jointly by Thomas S. Gallery, NBC sports director, and Maurice Podoloff, president of NBA. Through Nov. 27, the games will be carried at the conclusion of NBC-TV telecasts of Canadian professional football, and thereafter will begin at 3 p.m.

NETWORK PEOPLE

Jack Rayel, formerly producer, NBC-TV's *Home* show named general programming executive, NBC-TV network. **George F. McGarrett,** new program development, NBC-TV, named general programming executive in charge of NBC-TV daytime programming.

S. Martin Samit, former assistant to publisher and research director, *Everywoman's* magazine, named radio network coordinator, NBC advertising and promotion dept.

Elliott Lewis, producer-director, CBS Radio *Suspense, Broadway Is My Beat, Crime Classics* and *Cathy and Elliott Lewis Onstage*, named associate producer, upcoming hour-long CBS-TV series for Chrysler.

Ted Sack, senior supervisor, CBS Television network operations, moves to CBS-TV news and public affairs dept., as producer of special events.

Sandy Cummings, radio-tv and motion picture producer, to ABC-TV, as coordinator of *Disneyland*, Walt Disney tv program, which starts on that network Oct. 27.

William S. Paley, CBS board chairman, elected to board, New York *Herald Tribune* Fresh Air Fund.

Perry Wolff, producer, CBS-TV's *Adventure* series, selected by State Dept. as sole network tv representative to 11-nation conference on educational and public affairs programming to be sponsored by UNESCO in London July 5-24.

Jack Linkletter, 16-year-old son of Art Linkletter, star of CBS Radio *House Party*, starts thrice-weekly summer stint on father's program, assisting in commercials and m.c. duties.

Obviously OUTSTANDING . . .

6,000 ATTEND WMBD
2ND ANNUAL *Festival of Flowers*

Radio isn't dead in Peoria . . .

WMBD's 2nd Annual Festival of Flowers, presented in cooperation with the Peoria Park District and promoted EXCLUSIVELY on WMBD Radio, was an even greater success than the one preceding it. 3,000 people watched the presentation of regular WMBD live-talent shows in the park during the day, and 6,000 people attended the big hour-long stage show and broadcast in the evening.

IDEA PROGRAMMING? Yes . . . and that's just one of the many reasons WMBD maintains its CLEARLY DOMINANT position in the Peoriarea. For more reasons, see Free & Peters.

TO SELL THE HEART OF ILLINOIS–
BUY WMBD

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

what's cooking in Coffeyville?

Newest Southeast Kansas-Northeast Oklahoma survey covering 11 county Coffeyville trade area (256,000 people) reports:

KGGF HAS BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. to 6:30 P.M.)

KGGF with 10 KW on 690 KC delivers primary coverage to a total of 87 counties in Kansas, Oklahoma, Missouri and Arkansas.

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

CBS DEMONSTRATES 19-IN. COLOR TUBE

Company is ready for mass production of the large-screen size, and predicts the industry will make 50-60,000 this year.

DEMONSTRATION of the mass production of a 19-inch color television picture tube, known as the CBS-Colortron "205," was presented last Wednesday by CBS-Hytron, tube manufacturing subsidiary of CBS Inc., at its plant in Newburyport, Mass., after the tube had been tested for newsmen at the company's plant in Danvers, Mass.

The tube is the closest in viewing size to the 21-inch black-and-white tube, and offers 205 square inches of picture screen area, from whence it derives its name. Its curved mask screen, a CBS-Hytron spokesman noted, gives 43 square inches more picture surface than a flat-mask type 19-inch tube.

Charles F. Stromeyer, president of CBS-Hytron, disclosed that productive capacity of the plant at Newburyport is 10,000 "205" tubes a month, and voiced the opinion that industry demand may make this rate necessary by late September. He indicated that the development of the tube has broken the "bottleneck" that has plagued color television, explaining that it can be mass-produced and achieves a picture that will be large enough to satisfy the public.

Mr. Stromeyer predicted that the industry will produce between 50,000 and 60,000 large-screen color tubes this year and that CBS-Hytron will manufacture 80% of the total production. He pointed out that several leading tv set manufacturers, including CBS-Columbia, Capehart-Farnsworth, Motorola and Westinghouse, as well as Pacific Mercury and Warwick Mfg. Co. (both principal suppliers of Sears, Roebuck & Co.) intend to incorporate the CBS-Colortron "205" into their fall lines.

CBS-HYTRON President Charles F. Stromeyer officiates at last week's demonstration of the 19-in. color tv tube. Here he shows its construction (l to r): face plate with tricolor phosphor-dot screen, lightweight shadow mask, glass funnel, three-beam electron gun.

The price of the "205" tube to set manufacturers will be $175, Mr. Stromeyer said, and reflects "the inherently lower cost of the CBS-Colortron's simpler, more functional construction."

Dr. Frank Stanton, president of CBS Inc., told newsmen that the tube ends "the tug of will enable color television to get "off center" and started in earnest next fall. He expressed the opinion there will be 60,000 color receivers purchased by consumers by the end of the year.

He declined to set a price for color receivers in the immediate future, but replied to a question from newsmen by saying that some "might be less" and some "might be more" than $1,000, depending on the cabinet. He added that prices eventually will go down, following the pattern of black-and-white sets.

The "205" employs a three-beam electron "gun" for each of tv's primary colors, green, blue and red. Electrons coming from the "guns" light up the different sets of green, blue and red phosphors and produce the complete picture.

The test demonstration of the tube made use of Kodachrome transparencies. For purposes of comparison, the transparencies were transmitted over a 12-inch color set as well, and the large-screen presentation showed up to marked advantage.

In producing the "205," it was explained, a photographic technique, similar to photo-engraving, makes it possible to deposit the tube's picture screen directly on the inside of the tube's curved face. A light curved shadow mask is positioned behind the screen, and the mask is perforated with 300,000 tiny matching holes through which the electron beams from the three-beam gun are aimed at their related phosphor dots on the picture screen.

Long-Life Tube

RCA announced Friday that a new life record for transmitting electron tube has been established by an RCA-8D21 at KRON-TV San Francisco. This RCA tube is reported to have logged "an unprecedented" 15,646 hours of full-power operation.

Raytheon Reports Sales

RAYTHEON MFG. CO., Waltham, Mass., reported last week that preliminary figures for the fiscal year ended May 31 showed sales of $177,090,790 and net earnings after taxes of $3,523,316, equivalent to $1.53 per share of common stock, as compared with sales of $179,179,000 and net earnings after taxes equivalent to $1.68 per share of common stock in the previous fiscal year.

The board declared a regular quarterly dividend of 60 cents per share on the $2.40 cumulative preferred stock, payable on Oct. 1.

BOUNCY

ZIV'S SUNNY FUNNY FAMILY

See pages 87, 88 & 89

Think of all the things you're free to do
because there's always plenty of low-price electricity
that can automatically run and control your

washer and dryer
range
dishwasher
air conditioner
heating plant
hot water supply
refrigerator
freezer
and other appliances

Today you have twice as much electricity available as you had in 1946 because of new power plants built by electric light and power companies, and you'll have 50% more by 1960. So you'll always have plenty ready when you want it. That's why there's no need to increase the public debt by building federal government power projects.

Names of the
ELECTRIC LIGHT AND POWER COMPANIES
publishing this advertisement
available from this magazine.

LIGHT FOR FREEDOM
POWER FOR PROGRESS

New DuMont Dolly-Boom

ALLEN B. DuMONT LABS, transmitter dept. at Clifton, N. J., reported last week it has placed on the market a microphone boom and dolly combination for use by television mike boom operators, studio audio engineers and program directors to conduct audio operations during television broadcasts. The combination unit, called a DuMont "Super Boom," consists of a semi-fixed-length boom mounted on either a DuMont Clamp Operated Dolly (steerable) or a DuMont Porta Dolly.

Pye Ltd. Opens N. Y. Office

PYE LTD., Cambridge, England, has opened an office in the U. S. at 200 5th Ave., New York 10, with William M. Cagney, formerly sales manager and manager of the sales engineering department of Link Radio Corp., as regional supervisor. The Pye organization, of which Pye Ltd. is the parent company, consists of various divisions devoted to the design and manufacture of electronics equipment, including radio and television receivers and television studio and transmission equipment.

MANUFACTURING SHORTS

Precision Equipment Co., Chicago, announces production of new "Shop Caddy," two-wheel loading hand truck, embodying hydraulic lift for raising up to a quarter-ton. Price: $139.50 f.o.b. Chicago. Literature on this and other units is available from the company at 3714 N. Milwaukee Ave., Chicago 41.

Clarostat Mfg. Co., Dover, N. H., announces it is now including wiring instructions, dial plate and bar knob for simplified installation with each constant-impedance attenuator it packs.

General Electric Co., Syracuse, announces development of new device for radio and tv stations to control automatically variations in audio program levels. Known as Uni-level amplifier, device is designed to relieve studio engineering from constantly changing program audio level controls as sound levels from a program in progress change.

RCA's first 12½ kw uhf tv amplifier for both color and black-and-white has been shipped to WBRE-TV Wilkes-Barre, Pa. The new equipment will increase power of the ch. 28 station, which has been operating since Jan. 1, 1953, from 18.75 kw to 225 kw. WBRE-TV's address is stenciled on by A. R. Hopkins, manager of broadcast marketing, RCA Engineering Products.

MANUFACTURING PEOPLE

Charles E. Rynd, re-elected chairman of board and president, Audio & Video Products Corp., N. Y., and its subsidiary divisions. Also re-elected to board: **Irving Buckley, Max Graff, Edward V. Otis, Bernard Smith, Sidney K. Wolf** and **Erwin Wolfson.** Officers re-elected are: **Thomas Merson,** vice president; **Richard Rynd,** vice president-treasurer, and **Joseph G. Connolly,** secretary.

Joseph P. Gavron, for more than 22 years in administrative offices, Rockefeller Center Inc., N. Y., appointed assistant to President **Jerome Taishoff,** Mycalex Corp. of America (manufacturer of glass-bonded mica products).

MR. GAVRON

E. W. D'Arcy, vice president-chief engineer, DeVry Corp., to the Federal Manufacturing & Engineering Corporation, Brooklyn, N. Y.

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Retail Sales:
UP 71.8 %

WFBM-TV
Indianapolis • CBS

New Contract Drafted For WBBM Radio Writers

ONE-YEAR contract covering 14 members of Radio Writers Guild employed at WBBM-AM-TV Chicago and providing for pay increases and certain work benefits was being prepared last Thursday after an agreement between the independent union and the CBS o&o outlet.

Aside from salary boosts, the pact also provides for a liberalized vacation policy, late shift pay differentials, and a "re-definition" of writers' rights with respect to material written on their own time, according to guild legal spokesmen. Radio-tv news program credits also were involved.

The new scale calls for the following breakdown: $80 for one year's service; $82.50 for experienced help; $90 after one year's service; $95 for between one and a half and two years; $100, two to two and a half years; and $110 for two and a half years and over. The increases amount to $10-$17 more weekly. The pact is retroactive to June 11.

Settlement was reached June 24—eight days after the end of a four and a half days walkout during which newscasters and newsroom supervisors maintained the stations' news operation.

SCA Unit to Set Up Rules For Music Registration

PREPARATION of a "business bible" covering registration procedures for music in the radio-tv and motion picture fields has been assigned to a committee of Screen Composers Assn., Hollywood group within Local 47 (AFM), with Bernard Herrmann, CBS Radio *Crime Classics,* and David Raksin, CBS-TV *Life With Father,* as co-chairmen.

Marlin Skiles, CBS-TV *That's My Boy,* was named chairman of the new SCA expansion committee, which with radio-tv composers will study ways Screen Composers can represent them in exploitation of performance and other rights.

Adolph Deutsch was re-elected president at SCA's annual meeting. Elected to three-year terms as directors were George Duning, former NBC Radio *College of Musical Knowledge;* Herschel Gilbert, arranger, former CBS Radio *Chesterfield Hour;* Mr. Raksin and Victor Young, CPRN *Hollywood Music Hall* and NBC-TV *Buick Show.*

PERSONNEL RELATIONS PEOPLE

Nat James, RKO, elected president of Publicists Guild; **Don Morgan,** Universal-International, elected vice president; **Hilda Black,** independent, secretary, and **Dick Carter,** Warner Bros., treasurer. **Jerry Conway,** CBS-TV, and **Stanley Margulies,** Walt Disney Studios, named radio-tv and studio trustees, respectively.

Richard H. Gordon and **Jeffrey Sayre** were re-elected president and treasurer, respectively, of Screen Extras Guild. Elected to three-year terms on board of directors were **George Barton, Paul Bradley, Tex Brodus, Eva Novak, Spencer Chan, Louise Lane, Ann Roberts, Frank Losee, Emory Dennis, Willie Bloom** and **Connie Conrad;** named to two-year terms were **Carmen Clifford** and **Evelen Ceder;** one-year terms, **Anna Mabry** and **Vi Ingraham.**

CANNON CONNECTORS IN STOCK
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION

wins the big battles for consumer audiences!

VICTORY AT SEA is a show of enormous popularity and prestige.

What's more, it provides the vehicle for hard-hitting commercials that sell goods of every description.

In 23 of the 25 markets for which ratings are available, **VICTORY AT SEA** drew higher ratings than the programs in the same time period before or after **VICTORY'S** run. Average ratings in the other two markets were 37.8 in St. Louis and 20.0 in San Diego.

Like all **NBC FILM DIVISION** programs, the cost per thousand is remarkably low . . . and gives local or regional advertisers million dollar production quality that consistently outrates some of the most costly network programs.

For highest ratings and sales results, advertisers need look no further than this series of 26 half-hour films . . . the nation's most honored television program . . . **VICTORY AT SEA!**

For prices and availabilities, call or wire today.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NEW YORK • CHICAGO • LOS ANGELES

Sheldon Reynolds'

Production of

SHERLOCK HOLMES

...Starring Ronald Howard as Sherlock!

H. Marion Crawford as Watson

The greatest detective of all time comes to TV *...on film. Here is a series that is backed with one of the most extensive pre-sold audiences in TV history. For almost 70 years the adventures of* **SHERLOCK HOLMES** *and his friend Dr. Watson have been thrilling audiences in the great Arthur Conan Doyle books! In the movies...on the stage... and in daily and Sunday newspapers ...the magic name of* **SHERLOCK HOLMES** *always has meant box office! And now – as a TV film show produced by Sheldon Reynolds, creator of "Foreign Intrigue", and starring Ronald Howard, brilliant young English actor– the potential is even greater!*

SHERLOCK HOLMES *(39 half-hour programs, custom filmed for TV) is ready for September airing.*

SHERLOCK HOLMES, *filmed in Europe, is a natural for local, regional and national spot advertisers!*

For A Sure Clue To Increased Business write, wire or phone your nearest MPTV Film Syndication Division:

NEW YORK
655 Madison Ave.
New York 21, N.Y.
TEmpleton 8-2000

CHICAGO
155 E. Ohio St.
Chicago 11, Ill.
WHitehall 3-2600

LOS ANGELES
9100 Sunset Blvd.
Los Angeles 46, Calif.
Crestview 1-6101

BOSTON
216 Tremont St.
Boston 16, Mass.
HAncock 6-0897

DETROIT
2211 Woodward Ave.
Detroit 1, Michigan
Woodward 1-2560

SAN FRANCISCO
625 Market St.
San Francisco, Calif.
Douglas 2-1387

ATLANTA
Mortgage Guaranty Bldg.
Carnegie Way & Ellis St.
Atlanta, Georgia
Alpine 0912

TORONTO
MPTV (Canada) Ltd.
277 Victoria St.
Toronto, Canada
Empire 8-8621

DALLAS
3109 Routh St.
Dallas 4, Texas
STerling 4007

These MPTV shows are available now:

½ Hour Shows: Duffy's Tavern • Flash Gordon • Janet Dean, Registered Nurse • Sherlock Holmes

¼ Hour Shows: Drew Pearson's Washington-Merry-Go-Round Junior Science • Tim McCoy • • • *plus more to come*

Dramatic Serial 5 quarter hours a week • The Heart of Juliet Jones

features

- An expert criticism of the Art Directors Awards for television filmed commercials. Page 82.
- This medium-size station believes local news films are not a luxury. Page 92.
- How film programs helped KTTV get into the black in the tough Los Angeles market. Page 94.

film-maker

RUSSELL WARREN DAVIS

WRESTLING shows come and go on television, like old movies, but few of them seem to impart the particular touch utilized by Russ Davis, a veteran in Chicago radio-tv broadcasting circles.

Mr. Davis not only applies a tongue-in-cheek technique to his own commentaries on the grunt-and-groan art, but also distributes wrestling films to over 195 of the nation's video outlets. He is president of Imperial World Films Inc.

Russell Warren Davis' career has been no less checkered than that of some of the grapplers whose activities he describes on his *Wrestling From International Amphitheatre*. Born into show business in Kansas City, on Jan. 15, 1901, he has run the gamut of radio-tv announcing, the circus, the legitimate theatre, the opera and motion pictures.

As a youth of seven, young Russ was persuaded by his parents (trapeze artists with the Wallace Hagenbeck Circus) to try his hand at the high wires. After four years, he gave it up for reasons of physique. (Today Mr. Davis is a strapping gent, with 200 pounds measured along a six-foot-plus frame.)

Toward the end of World War I, Mr. Davis became intrigued with radio and went to sea as a wireless operator. Upon his return, he had a hand, he claims, in building WSB Atlanta. Among other stations with which he was identified, in various vocal capacities: WDAF Kansas City, KOY Phoenix and KWTO Springfield.

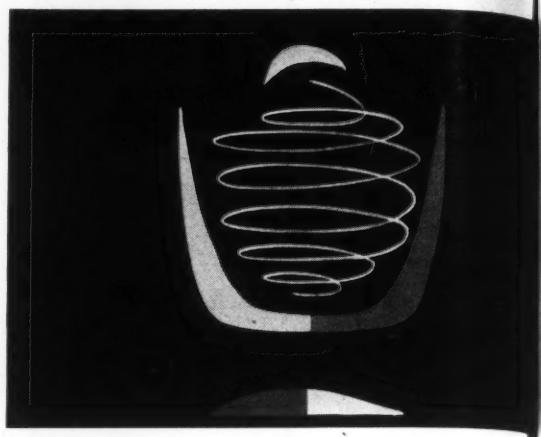
In 1923 Mr. Davis concentrated on announcing and singing in musical comedies and operas. Four years later he became an announcer and vocalist on WOQ (now defunct), Kansas City's first radio outlet, and then got the wanderlust, moving on to the previously-mentioned stations.

In 1940, after terms with *National Geographic*, *World at Large* and Rand-McNally, Mr. Davis joined CBS' news staff, traveling to foreign countries. In 1945 the next step was television—that is, after he married the former Sylvia Adele Henrikson. That combination led to the formation of Imperial World Films.

Russ Davis had more than a modicum of confidence that tv would put over wrestling. Even today, he continues to shoot and release a new show each week. Adds Mr. Davis: "I have placed my confidence in the knowledge that wrestling in color for television will produce enthusiastic fans from people who heretofore have remained silent in their praise of the wrestling show."

It's true that IWF has specialized in wrestling but it has other products, including its newest, a series of Raymond Massey biblical readings, which was released June 14.

Mr. Davis, who is regarded as a sort of legend in Chicago circles, also confesses to being a cameraman, writer, producer and director. He likes hunting and is planning a bear hunt in Alaska and a safari to India. But he'd still rather be a guest in the viewer's living room, describing the frantic antics of the grapplers.



ESTHETIC? YES— BUT DO THEY SELL?

AN EXPERT CRITICIZES THE ART DIRECTORS TV FILM AWARDS

by William Van Praag

A business policy at Van Praag Productions, New York, of which the author is executive producer, is never to enter contests for awards. For that reason, and because he is an expert in the field, B•T asked Mr. Van Praag to evaluate the recent Art Directors Awards to tv film commercials. As a producer who has turned out selling messages for such tv clients as Ford, Lincoln-Mercury, Bulova, Esso, Colgate-Palmolive, Kellogg's, Richard Hudnut and International Nickel, Mr. Van Praag knows what is expected of a commercial. His main criticism of the Art Directors Awards: Not enough consideration given to the "sell."

ADVERTISING and entertainment are two different media. That which entertains does not always sell and vice versa. The classic example was the year Lucky Strike's "Be Happy, Go Lucky" was the rage while Philip Morris was running its "Now exhale through your nose" test. Myron Cohen told a joke (as only he could tell it) of a fellow who walked up to a cigar counter singing "Be Happy, Go Lucky" and promptly asked for a package of Philip Morris.

Commercials are made for one principal reason—to sell. But, nevertheless, this year's Art Directors Awards have already been made and the judgment of the committee must be considered.

The Gold Medal Award for the best commercial in all classes went to United Productions of America for Jello Instant Pudding. Jack Sidebotham and Gene Deitch were art directors; Saul Steinberg, the artist, and Young & Rubicam, the agency.

This is a clever commercial based on Steinberg's drawings with bright audio. But I felt that the tuberculosis commercial made by United Productions of America was more deserving of the award.

Since Mr. Steinberg himself is not an animator, I went to Mr. Deitch to get the history of this film. He told me that Young & Rubicam came up with the basic idea and suggested using Mr. Steinberg. Mr. Steinberg supplied sketches and UPA took it from there, given a maximum of artistic freedom by the agency. Fresh as this commercial is, I wonder if the magic name and familiar style of Mr. Steinberg didn't exert some undue influence on the judges.

The Full Animation Award went to Academy Productions for the Ballantine Abstraction. J. Walter Thompson was the agency, but the animator's name was, unfortunately, missing from the list of credits. So, I contacted Moray Fontz, president of Academy Productions, who told me that J. Walter Thompson suggested the idea of an abstraction but gave the producer complete freedom of action and concept. The animator, for the record, was John Hubley. Film supervisor was Ted Smith.

This one is in full color, photographed on Eastman negative-positive stock, and is done in a style of animation that was used in theatrical commercials in Czechoslovakia around 1937. Later, the style was used in a 10-minute short by Mary Ellen Bute and, shortly after that, by Disney in *Fantasia*.

This is an interesting abstract commercial (We mustn't ask if it would sell beer!), but it is an experimental piece and, I think, should have received a special award for that category. (Committee, please note: I have yet to find the tv station that televised this film during the 1953-54 season.)

MR. VAN PRAAG

Limited Animation Award went to United Productions of America for the show opening of the Ford Foundation's *Omnibus*. This excellent film was designed and animated by Gene Deitch and photographed by Kenneth Drake. Again, the producers were given complete freedom of expression.

The Live Film Award went to Robert Lawrence Productions Inc., for an Ivory Soap commercial. Compton Advertising was the agency. Loren B. Stone is listed as art director. Neither the film supervisor's nor the director's names were listed. I investigated and found that the director was Mickey Schwarz and the film supervisors were Jack Zimmer and Ruth Davis. As the film animator should be mentioned for production of animation commercials, so should the director and film supervisors who are the key men in the production of a live film commercial.

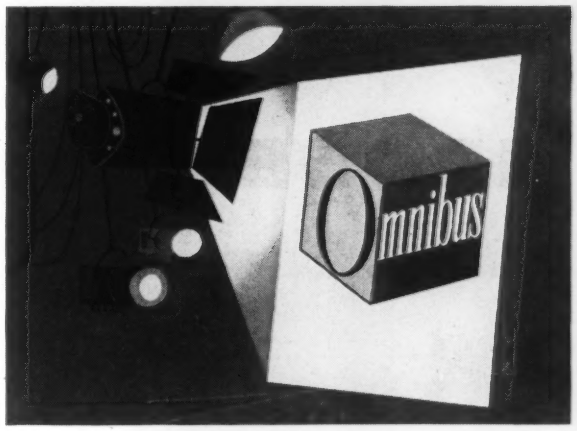
The camera technique was similar to that used by Robert Montgomery in "Lady in the Lake." To me, the pace was a little too slow, far too many suds were used than necessary—even for symbolism, and at the tail end, the dolly back into the Ivory matte where the girl appears in the Ivory "O" was a little ragged. I felt that Ivory Soap had better commercials in China Doll, Generations, or Eavesdropping on Eve. This is a good live commercial—yes—but not necessarily the best. The "Lady in the Lake" technique has been overworked. It may be that the committee didn't think so.

The Miscellaneous Award went to Georg Olden for his tv poster *The Web* which is used as a telop pre-announcement of the show. Mr. Olden is a darned good art director and is entitled to some award, although it would be difficult for me to

(Continued on page 86)

WINNER: tv film commercials, full animation

Advertiser: P. Ballantine & Sons
Agency: J. Walter Thompson
Producer: Academy Productions
Animator: John Hubley



WINNER: limited animation

Client: Tv-Radio Workshop, Ford Foundation
Producer: United Productions of America
Designer: Gene Deitch
Photographer: Kenneth Drake

WINNER: Gold Medal Award, best of all commercials

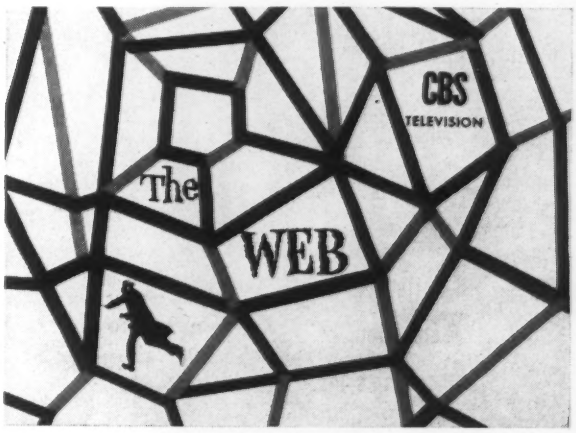
Advertiser: Jello Instant Puddings
Agency: Young & Rubicam
Producer: United Productions of America
Art Directors: Jack Sidebotham, Gene Deitch
Artist: Saul Steinberg

WINNER: live film commercials

Advertiser: Procter & Gamble
Agency: Compton Advertising
Producer: Robert Lawrence Productions
Art Director: Loren B. Stone
Director: Mickey Schwarz
Supervisors: Jack Zimmer, Ruth Davis

WINNER: tv, miscellaneous

Client: CBS Television
Art Director: Georg Olden



CROSBY PACKAGE* "... instrumental in

*the Crosby Package**

Designed for your own particular programming schedule. Run them back-to-back in the A.M. Run them across the board in the P.M. . . . Here are 78 half-hours that fit your needs and your pocketbook and will reach every member of the family.

THE CROSBY PACKAGE WILL:

- Meet your programming needs
- Meet your price requirements
- Build top day and night time ratings
- Save you many $$$$ in shipping and handling

Start MODERNIZING your TV schedule today . . . and make money the CROSBY PACKAGE way.

WRITE . . . WIRE . . . PHONE

United Television Programs, Inc.

HOME OFFICE
HOLLYWOOD
650 N. Bronson
HO 9-8321

NEW YORK
444 Madison
PLaza 3-4620

CHICAGO
360 N. Michigan
CEntral 6-0041

ntal *in bringing KTTV the largest daytime viewing audience of all 7 Los Angeles stations . . .*"

KTTV

5746 SUNSET BOULEVARD • LOS ANGELES 28, CALIFORNIA

HUdson 2-7111

June 8, 1954

Mr. Wynn Nathan
Vice President In Charge Of Sales
United Television Programs, Inc.
650 North Bronson Ave.
Los Angeles 4, Calif.

Dear Wynn:

We are very enthusiastic at KTTV about our successful use of half hour television films in the daytime and, as your Company has provided us with a major share of those films, in the form of 52 "ROYAL PLAYHOUSE" films and 26 "COUNTERPOINTS," I thought you'd be interested in the results we've obtained.

As you know, we run two of these half hour films back-to-back every day in the 12:45 to 2 P.M. period, using Steve Martin as host and commercial announcer. Before we started this program, which we call "DOUBLE DRAMA," the January ARB cumulative rating for the period showed KTTV with a 1.1. With "DOUBLE DRAMA" underway, the February ARB showed KTTV with a cumulative of 5.8 for the same period, and it has continued to climb with the most recent ARB, May, giving us a cumulative of 7.5.

These ratings go hand in hand with a list of happy sponsors, all of whom have obtained excellent results from participation in this show. For example, on April 12th a single participation in this show brought the amazing total of 1,187 telephone responses within a two-hour period.

The idea of using quality film programs like "ROYAL PLAYHOUSE" and "COUNTERPOINT" in the daytime hours has certainly proved to be a sound one, and has been very instrumental in bringing KTTV the largest daytime viewing audience of all seven Los Angeles stations.

I would never hesitate to recommend these films to any station seeking a way to up-grade their daytime programming.

Regards,

Dick

Dick Woollen
Film Director

DW:JMB

LOS ANGELES TIMES TELEVISION

it has done the same for 53 others including:

WABD
New York

WXYZ
Detroit

WBZ
Boston

WBKB
Chicago

WBAL
Baltimore

WTTG
Washington, D.C.

WNEM
Bay City

WKOW
Madison

WBNS
Columbus

and will for **YOU,** too.

Royal Playhouse and Counterpoint are Productions of Bing Crosby Enterprises, Inc.

choose from the many fine posters he has done.

The Art Directors Tv Awards Committee was composed of Chairman William Duffy, art director of McCann-Erickson; Norman Tate, art director of N. W. Ayer; Georg Olden, art director of CBS; John E. Jamison, art director of J. B. Matthews; Robert H. Blattner, art director of *Reader's Digest*, and Suren Ermoyan, art director of *Good Housekeeping*.

The committee had to select the winners from approximately 300 entries in all tv classes. The greatest number of entries were in Full Animation, the second largest group was Semi-animation, followed by Live. The art directors solicited most of the entries through their club mailing list which they had built up over a period of years. The balance of entrants apparently heard about the competition by word of mouth. The only requirement was that the commercial had been telecast at least once during the 1953-54 season.

I questioned William Duffy on the bases of judging the commercials. He listed the following points—and this is the order of importance he gave them: general uniqueness; idea; technique; copy; art; general design of complete unit; artistic merit; overall production merit; staging, lighting, sets, audio, and sales conviction.

Mr. Duffy stated that the purpose of the award was to advance the television commercial industry artistically and that sales conviction was not necessarily an important consideration.

When questioned as to whether the Tv Awards Committee was representative enough, he offered the following answer: Messrs. Olden, Tate and Duffy were selected because they had television commercial motion picture experience; Messrs. Jamison, Blattner and Ermoyan because they had a special interest in this field, and, from the Art Directors' overall committee of 33 men, these six were the best qualified. He stated that last year they had a producer serving on the committee.

So, there you have it—except for one point: How would I go about improving the situation? Here are my recommendations:

1. Since "sell" is so basically important in the conception of any commercial, artistic achievement should be judged for its development and exploitation of sales ideas.

2. The tv awards committee should be composed of people thoroughly familiar with all phases of the tv film commercial medium, including perhaps producers, writers, directors, animators and even cameramen as well.

3. The awards committee should revise its method of soliciting, and feel free to present an award to any outstanding commercial, whether it was officially entered or not.

4. A new idea and experimental award should be made where technical perfection is not necessarily an important factor.

5. The tv commercial industry should form one central awards group similar to the Academy of Motion Picture Arts and Sciences, using the Art Directors Award as a nucleus.

6. Provision should be made for a category to include live commercials as well as film.

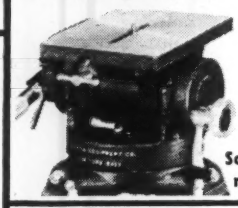
7. Credits should be given where credits are due.

NOW...

A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT

Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.

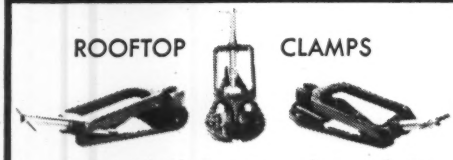


ALL-METAL TRIPOD

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.

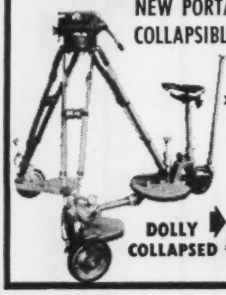
Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

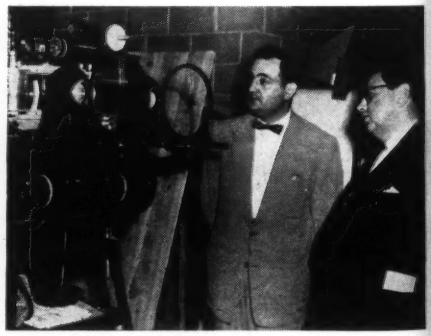


DOLLY COLLAPSED

FRANK C. ZUCKER CAMERA EQUIPMENT CO.

DEPT. B-8-13 1600 BROADWAY • NEW YORK CITY

REAR PROJECTION



DEMONSTRATION of KMTV (TV) Omaha's new Bodde dual rear projector was attended by 25 Omaha advertising agency executives. KMTV says it is the only Omaha station equipped with the unit. Above, Millard Rosenberg (l), partner, Universal Advertising Agency, discusses the unit with Gene Edward, Buchanan-Thomas Agency.

HERE'S A SALES-WINNING NEW SERIES FROM
ZIV-TV!
THE ACKNOWLEDGED LEADER

Fresh as a wink!

TWINKLING WIT
Z-I-N-G!

ZIV TV

FUNNY SUNNY FAMIL SITU

"MEET C ARC

America's fav

BASED ON CHARACTE ATED

EVERY PROGRAM A HALF-HOUR OF SIDE-SPLITTING FAMILY SITUATION COMEDY

TV's Mightiest Selling Force!

LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED

Mr. Archer: John Eldridge Mrs. Archer: Mary Brian Dexter: Bobby

LAUGH AFTER LAUGH!
V-TV's
SITUATION COMEDY
CORLISS
CHER"
favorite family!
ACTERIZATED BY F. HUGH HERBERT
HELLO, I'M CORLISS.... MILLIONS HAVE APPLAUDED ME ON RADIO, STAGE, IN MOVIES, BOOKS AND MAGAZINES! NOW I'M READY TO SELL FOR YOU ON TV!
Starring
ANN BAKER
Pert, Pretty, Perfect for the part.
THERE'S NO PLACE LIKE HOME FOR FAMILY SELLING. WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS, YOU'VE GOT 'EM BY THE EMOTIONS.
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

COMPARATIVE NETWORK TV SHOWSHEET

© 1954 by Broadcasting Publications, Inc.

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		The American Week S		Revere Meet the Press alt. Sundays Pan Amer. L
6:15			Co-op Night Editor	
6:30	Jane Pickens Show	*Man of the Week* S	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Earn Your Vacation	*Author Meets the Critics*	Toni Co. College of Musical Knowledge L
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Your Playtime		Reynolds Mr. Peepers L
7:45				
8:00	On the Boardwalk	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Summer Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Am. Safety Razor Corp. W. Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Dealers Present Martha Wright			
9:30		Bristol Myers Man Behind the Badge L	Plainclothes Man	
9:45	Dr. I. Q. S			
10:00	Dodge Break the Bank	P. Lorillard The Web L		Toni Co. Dollar a Second L
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L	*Better Living Television Theatre*	Man Against Crime R. J. Reynolds F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	John Daly-News		Co-op Marge & Jeff	
7:30	Flight 7 F-S	GM-Oldsmobile News L		Tony Martin Show Toni Co. L
7:45		Chesterfield Tv's Top Tunes		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich		Droodles L
8:15				
8:30	Voice of Firestone	Lever-Lipton Godfrey's Talent Scouts L		Comment L & F
8:45				
9:00	*Junior Press Conference* S	Philip Morris Public Defender F		RCA Victor Show (Dennis Day) L
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One Summer Theatre L		
10:15				
10:30				Co-op Who Said That L
10:45			*At Ringside*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	ReaLemon-News J. Daly			
6:45				
7:00			Co-op Capt. Video	
7:15		American Tobacco News L	Co-op Marge & Jeff	
7:30	Men of Tomorrow			*The World of Mr. Sweeney* L
7:45		Summer Holiday S		Camel News Caravan L
8:00	No Net. Service	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L
8:15				
8:30		Pharmaceuticals Inc. Juvenile Jury L	*One Minute Please*	Assoc. Products Arthur Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L		Helene Curtis Top Plays of 1954 F
9:45	U.S. Steel United States Steel Hour alt. weeks			
10:00		Nash-Kelvinator alt. wks. Block Drug Danger L		Truth or Consequences P. Lorillard L
10:15				
10:30	Van Camp Sea Food Co. Swanson (alt. wks.) The Name's The Same L	*The Blue Angel* S		Mr. & Mrs. North Revlon & Congoleum Nairn L
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15	John Daly-News	
7:30	Sterling Drug Mark Saber	GM-Oldsmobile News L
7:45		Chesterfield Tv's Top Tunes
8:00		Godfrey His Friends Tony
8:15	No Net Service	
8:30		Godfrey His Friends Frigidaire alt. wks.
8:45		
9:00	*The Big Picture*	Colgate Strike It Rich L
9:15		
9:30		R. J. Reynolds I've Got A Secret L
9:45		
10:00	*Wrestling from Rainbo* L	Public Sales (Blue Ribbon Bouquet L
10:15		
10:30		George Gipp Sports L
10:45		
11:00		Longines Chronoscope
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*What Catholics Believe* S		
10:30				
10:45		*God's World* S		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45		Quaker Oats Contest Carnival L		
1:00				*Youth Wants to Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club	The Morning Show M-F 7-9 a.m. Various Sponsors		
9:15	Philco Corp. (M., W. & F.)			
9:30	Quaker Oats (Tu & Th)			
9:45	A. E. Staley Co. (Tu & Th)			General Mills. Fri. Ding Dong School L Thursdays: Gerber Prods.
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				
10:30				*A Time to Live* L
10:45				
11:00				3 Steps to Heaven P&G L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:30				Home L
11:45		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		
12:00 N				TBA
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		No Network Service
12:45		P&G Guiding Light (M-F)		
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S		
3:45				
4:00		Campbell Soup Abbott & Costello		
4:15				
4:30		National Dairy The Big Top L		
4:45				
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger F		
5:45 PM				

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	RealLemon-News J.Daly			
6:45		American Tobacco News 7:30-7:45 pm	Co-op Capt. Video	
7:00	General Mills Lone Ranger F		Co-op Marge & Jeff	
7:15		General Electric Summer Holiday		
7:30	Talent Patrol	Gen. Elec. Meet Mr. McNutley F	DuMont Labs What's the Story	
7:45				
8:00	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F	Tide Water Associated Oil Broadway to Hollywood	
8:15				
8:30	Open Hearing	*What Do You Have in Common* S	Johns Hopkins Science Review	
8:45				
9:00	Kraft Foods Television Theatre L	Lever Rinso Big Town F		
9:15				
9:30	Kraft Foods Kraft TV Theatre	Philip Morris The Perfect Crime L		
9:45				
10:00		Carter Prod. alt. Toni, Inc. Place the Face L		
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	News John Daly		Co-op Capt. Video	
6:45	Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	GM-Oldsmobile News	Co-op Marge & Jeff	
7:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	Chesterfield Tv's Top Tunes		
7:15		Gen. Foods Pantomime Quiz L (st. 7/9)		
7:30	Who's the Boss L	R. J. Reynolds Topper F		
7:45				
8:00	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Serutan Co. The Stranger	
8:15				
8:30	*In Our Times* F	General Foods Sanka Our Miss Brooks F		
8:45				
9:00	Focus	Brown & Williamson Viceroy Star Theatre	P. Lorillard Chance of Lifetime	
9:15				
9:30		American Oil Hamm Brewing (alt. wks.) Noxzema It's News to Me	Amer. Chicle DuMont Labs Col. Humphrey Flack	
9:45				
10:00		Longines Chronoscope		
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				*Mr. Wizzard* F
7:15				
7:30	Dotty Mack	Sylvania Beat the Clock L		TBA
7:45				
8:00	*Enterprise USA*	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Stage Show (7/3-9/18) L		Bank on the Stars L
8:15				
8:30	*Greatest Sports Thrills*			Pet Milk Original Amateur Hour L
8:45				
9:00	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		
9:15				
9:30	*Fight Talk*	Toni Co. Jack Paar Show (st. 7/17) L		Saturday Night Revue Armour&Co. Dow Chemi. Lemon Prod. Grillin Mfg. Amer. Chicle GE Cudahy Packing
9:45				
10:00	On Guard	Chrysler Plymouth Div. That's My Boy L		
10:15			Co-op Wrestling From Chicago	
10:30		Pharmaceuticals Inc. Two in Love L		Lucky Strike Private Secretary F
10:45			11:05 Boyle-Midway Sports Showcase	
11:00			11:20 Wrestling Resumes	
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			*Religious Hour Frontiers of Faith* L
6:15			
6:30			No Network Service
6:45			
7:00			
7:15			
7:30			
7:45			
8:00			American Forum of the Air L
8:15			
8:30			Quaker Oats Zoo Parade L
8:45			
9:00			Hallmark Hall of Fame (5-6 p.m. 1 out of 4) L
9:15			
9:30			TBA
9:45			
10:00			
10:15			
10:30			
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30		P&G Welcome Travelers		
6:45				
7:00		Campbell Soup Double or Nothing Tu-Th (See footnote)		
7:15				
7:30		Art Linkletter's House Party (See Footnote) 2:30-3 pm		*One Man's Family* L
7:45				
8:00		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Co-op Paul Dixon Show	P&G Golden Windows L
8:15				*First Love* L
8:30		Bob Crosby (See footnotes)		P&G L Concerning Miss Marlowe
8:45				*Hawkins Falls* L
9:00		P&G The Brighter Day		
9:15		The Secret Storm Am H. Prod 4-4:15 M-W-F Sus. Tu, Th		Jergens Co. Bride & Gr'm (M-W-F) L
9:30		P&G On Your Account		*Betty White Show* L
9:45		Best Foods St. 5/5 Wed. 4:45 5p.m		
10:00		Gen. Mills Barker Bill's Cartoons W& F 5-5:15 p.m.		*Pinky Lee Show* L
10:15				
10:30				Howdy Doody
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00		*What in the World* S		
7:15				
7:30	The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			
7:45				
8:00				
8:15				
8:30		Racing Jamaica S		
8:45				
9:00				
9:15		Wrestling S		
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

Explanation: Programs in italics, sustaining. Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:15-4:00 p.m. Corn Products Refining Co.; Tues. 3:15-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. Howdy Doody" 5:30-6:00 p.m. EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.

10—10:15 Mon. Pacific alts. Masland, Tue. Seeman, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.

10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Norge.

10:30-45 Fri. Bristol Myers.

10:45-11 Fri. Converted Rice.

11-11:15 Fri. Borden.

11:15-30 Fri. Swift Peanut Butter.

House Party

2:30-45 p.m., Tu. & Th.—Kellogg

2:30-45 p.m., M., W., Fri.—Lever

2:45-3 p.m., M.-Thu.—Pillsbury

2:45-3 p.m. Fri. Bauer & Black.

Arthur Godfrey M.—Thu. 10:30-11:30.

10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.

10:45-11 M. & W. Kellogg, Tu. & Th. Toni.

11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.

11:15-30 M.—Thu. Pillsbury.

Bob Crosby 3:30-45 p.m., Tue.—Toni, 3:30-45 Thu. —SOS, alt. wks., Fri.—Englander, alt. wks., 3:45-4 p.m., Tu. & Th. Am. Dairy, Mon., Wed. & Fri.—General Mills

Robert Q. Lewis Mon., Wed., Fri. 2-2:30
2-2:15 Wed.—Best Foods

BROADCASTING TELECASTING
July 12, 1954

LOCAL NEWS FILMS

A CANADIAN STATION DEMONSTRATES THEIR VALUE

AN EARLY-EVENING, sponsored newsreel show on local events of the day, and one which would create considerable envy among many stations in larger markets, has been telecast by CFPL-TV London, Ont., since the outlet went on the air last Nov. 28.

Planners and doers of the 10-minute *Your Television Newsreel,* which is seen Monday through Saturday at 7 p.m. following the national news feature on the CBC-TV network, appeared to know what they wanted and where they were going from the beginning.

W. J. Blackburn, president of the London Free Press Printing Co. (CFPL, London *Free Press*), figured news would be of prime importance in any sort of television operation in the area. He kept this in mind while planning for CFPL-TV, although privately-owned tv stations had not been authorized by CBC at that time.

Mr. Blackburn turned down the idea of putting together CFPL-TV's news show the easy way. He felt "stills" had a limited place in television and that it would complicate the operation to develop negatives and put them straight on the air by reversing the polarity of the tv signal. For CFPL-TV it was to be a modern film department.

CFPL-TV began with five minutes of *Your Television Newsreel.* On the first day of operation a big laundry fire broke out and the London outlet put the first spot newsreel on the air just before sign-off. Last Jan. 1, *Newsreel* was increased to 10 minutes.

The newsreel program covers a wide range of local happenings. One day it is a rally of young people's groups; another time a human interest story at the dog pound; the route of a new traffic bypass; a plug for the opening of the local ballet group; cheerleaders doing their stuff at a public school; the city council deliberating on the pros and cons of water fluoridination, and CFPL-TV on a visit to the dental clinics; and the station's newsfilm men are not as late on police and fire stories as at first anticipated.

Heading the film department is Ron Laidlaw, former newspaper photographer. His assistant cameraman is Ken Dougan, former Canadian Army motion picture photographer and former newspaperman. H. C. Lane, the laboratory man, has served with the National Film Board and is trained to repair cameras. Mrs. Clifford Broadhurst does filing at the film library, splicing and other secretarial work.

RON LAIDLAW
Film chief for CFPL-TV

CFPL-TV has two Bell & Howell 70 DL cameras, a Pathe M camera, used chiefly for studio commercials and on the animation stand, and an Auricon, 200-foot sound camera. The *Free Press* provides two Rolleiflexes for emergencies and CFPL-TV owns a view camera, for making slides, and a Rolleicord, used by Farm Editor Roy Jewell. The department has a Model 22 Houston Fearless film processor. For coverage there is a Chevrolet station wagon.

Right now CFPL-TV is experimenting with speeding up processing, already has found a new way to move up processing time from 13 feet per minute to 25 feet and hopes to do better.

This is important, CFPL-TV feels, since it means the deadline can be moved back on fast-breaking, last-minute stories, such as that in a recent day's coverage.

That day 150 feet of film was sent to the laboratory at 2 p.m., and processed immediately. Mr. Laidlaw then worked to 3 p.m. shooting three stories and this 300 feet was processed when he arrived back. The *Newsreel* film was complete by 6 p.m., but the early story was not ready for writing until 4:30. The writing was difficult and did not reach the projection room until 6:58:30, but *Newsreel* made it on schedule.

Bob Reinhart, assistant station manager, is commentator, and John Trethewey, CFPL radio news editor, is writer. The show is sponsored by Canada Bread Ltd. and Burns Packing Co. (meats) on alternate nights.

IN SINCERE APPRECIATION

to

THE ART DIRECTORS CLUB

for

AWARD FOR DISTINCTIVE MERIT

MICKEY SCHWARZ

director of

"Bather Narrator"—Ivory Soap Commercial
for Procter & Gamble Company—Compton
Advertising, Inc.

Only "live" filmed commercial to win the 1954 award!

REFRESHING!

ZIV'S SUNNY FUNNY FAMILY

See pages
87, 88 & 89

30 star-studded feature films for TV... so new

12 are still reserved for Motion Picture Theaters

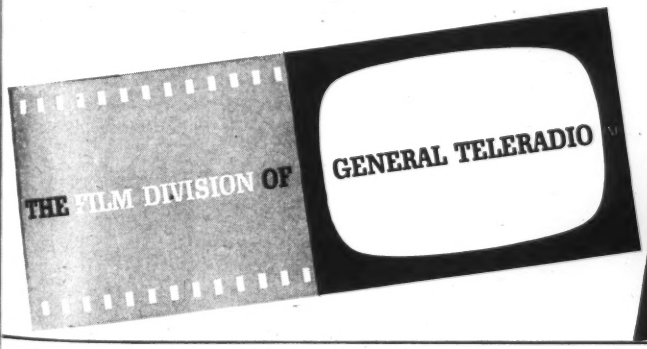
Right now, you can sign for the rights to the showing in your market of every one of the 30 recent, major studio feature films never before seen on TV which make up the General Teleradio "First with the Finest" film franchise.

It won't delay your scheduling a single day but twelve of these films are so recent that they are being held by the film distributors for motion picture showing until the dates listed.

You can't blame them when you consider that $45,000,000 was spent to produce the 30 films in the first place.

Don't you be left waiting in line in your market.

Act now! Call... New York—LO 4-8000 • 1440 Broadway
Chicago—WH 4-5060 • Tribune Tower
Los Angeles—HO 2-2133 • 1313 No. Vine St.



ARCH OF TRIUMPH *(now available)*

BODY AND SOUL *(available 8/10/54)*

CASBAH *(now available)*

CAUGHT *(now available)*

COUNTESS OF MONTE CRISTO *(now available)*

THE DARK MIRROR *(now available)*

DOUBLE LIFE *(now available)*

FABULOUS DORSEYS *(available 11/13/54)*

FORCE OF EVIL *(now available)*

FOUR FACES WEST *(available 8/10/54)*

LET'S LIVE A LITTLE *(available 12/7/54)*

LETTER FROM AN UNKNOWN WOMAN *(now available)*

LOST MOMENT *(now available)*

LULU BELLE *(available 9/7/54)*

MACBETH *(now available)*

MAGIC TOWN *(now available)*

MAGNIFICENT DOLL *(now available)*

MIRACLE OF THE BELLS *(now available)*

MR. PEABODY AND THE MERMAID *(now available)*

NO MINOR VICES *(now available)*

NORTHWEST STAMPEDE *(available 8/25/54)*

ONE TOUCH OF VENUS *(now available)*

THE OTHER LOVE *(available 10/13/54)*

PRIVATE AFFAIRS OF BEL AMI *(available 10/16/54)*

RAMROD *(available 8/25/54)*

RUTHLESS *(available 9/12/54)*

THE SCAR *(available 12/6/54)*

SECRET BEYOND THE DOOR *(now available)*

THE SENATOR WAS INDISCREET *(now available)*

SO THIS IS NEW YORK *(available 12/13/54)*

GREAT AMERICANS

Superbly produced • dramatically portrayed

26 quarter hour episodes . . .

This saleable prestige TV film series (authenticated by Encyclopedia Britannica) highlights lives of these great Americans and their contributions to our American heritage.

Christopher Columbus	LaSalle
Benjamin Franklin	George Washington
Thomas Jefferson	Daniel Boone
Lewis & Clark	Alexander Hamilton
John Marshall	John Quincy Adams
Eli Whitney	Andrew Jackson
Daniel Webster	John C. Calhoun
Henry W. Longfellow	Horace Mann
John C. Fremont	Abraham Lincoln
Andrew Carnegie	Booker T. Washington
Susan B. Anthony	Washington Irving
James Fenimore Cooper	Louisa May Alcott
John Greenleaf Whittier	Oliver Wendell Holmes

This series offers unlimited merchandising opportunities, local school and civic tie-ins, etc.

GREAT AMERICANS has been tested and proved by such outstanding accounts as:

The Michigan Bell Telephone Co.
Southwestern Bell Telephone Co.
North Pole Ice Cream, Pittsburgh
Old Stone Bank, of Providence
Adams Dairy, Kansas City, Mo.

. . . and scores of other "sales-conscious" advertisers.

Write or wire today for audition prints and rates. Exclusive in your market.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

FILM BUILDS RATINGS

HOW FILM HELPED KTTV GET INTO THE BLACK

by Marjorie Ann Thomas

CAREFULLY programmed filmed tv shows are given much of the credit by the station's management for the rapid advance of KTTV (TV) Hollywood in the highly competitive Los Angeles market. Through tv films, according to Richard A. Moore, station vice president and general manager, "national sponsors can reach the public on a local level with nationally-known entertainment names."

The station's steady improvement of its position, according to American Research Bureau ratings, can be charted since the emphasis was placed on film programming a little less than two years ago.

The *Los Angeles Times*-owned station had a June ARB rated 33.1 share of audience for Monday through Friday, 12 noon to 6 p.m. period. Moving from an 8.5 in 1952 to a 22.6 in 1953, KTTV's share averaged 33.2 in the first six months of 1954.

In the Sunday through Saturday, 6 p.m. to 12 midnight slot, KTTV has a 15.4 ARB rated share of audience for the first six months' average this year.

Believing that the day is not far away when sponsors will book their programs into individual markets with advertising messages aimed at that market, Mr. Moore declares that "all business is local whether the product comes from a national client or not, because the viewer has to go to a local merchant to buy it.

"In many instances the greatest results come when the commercials are delivered or integrated by a local personality," he continues. "A station should express the personality of the community. It can do this best by the development of station personalities and announcers whom viewers feel are 'neighbors.' In a sense, it's like a friendly, respected neighbor recommending a product."

The programming philosophy behind KTTV, which trade sources indicate is operating in the black and grossing in excess of $500,000 per month on total time and program sales, is based on syndicated film packages, strong local personalities, complete local news coverage and top children's shows.

And, as program director Robert Breckner explains it, "our key is the area between 5:30 and 7 p.m., which is dominated by children's programs and news." In this way, "we capture the children early, hold on to them and move into family fare, and by the time we swing into adult programming our audience is set."

Regional Control

With 51 syndicated film packages, either on the air or going on shortly, KTTV acquires film on a regional basis. Though he asserts the station is not in the film distribution business, Mr. Moore says, "advertisers who distribute regionally are becoming more and more anxious to buy top programs that they can place in more than one market. The only way we can assure some of these top sponsors that privilege is for the station to step in and buy properties outright for the region, making them available to the sponsor.

"More important," he adds, "the sponsor then has the privilege of selecting the city, the station and the night on which he wishes to show the program with complete regard for not only his own sales problem but for the local viewing habits of the individual city."

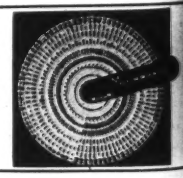
To date, KTTV has taken *Fabian of Scotland Yard* for the 11 western states and Texas and *Stories of the Century* for five western states. The former has not been scheduled for telecasting yet, but the latter is sponsored in six markets by Anheuser-Busch and on KTTV by Sears, Roebuck & Co. By making these regional rights' purchases, Mr. Moore believes KTTV can be assured of the very best video film series

Once upon a time . . . . . We told a buyer and a big distributor that Bonded TV Film Service handles TV film. And what sir, does "handle" mean, they asked. Well, now, I'd to tell you, I said and did: When the FILM LAB finishes printing a film, Bonded takes over. We attach leaders, mount on a and label each print for you. If it's a program, we splice in commercials. Next we mail it or by . And we keep a "Print Control Record" of where every print is, until it returns. Then we examine each print carefully, clean and repair if needed and give you a "Condition Report"...so you'll know whether those CENSORED took good care of it or chewed it all up. This is so you will always know which print is good enough for a big city, or just for a small city or only for the . And Bonded stores your until you tell us to it out again. Interesting part is, we can do all this cheaper than you can do it for yourself, by the dozen or by the thousands. That's our business and we it. us. You'll be you did!

BONDED TV FILM SERVICE Inc.
LOS ANGELES • 904 N. La Cienega • BR 2-7825
NEW YORK • 630 Ninth Avenue • JU 6-1030

FASTER, SAFER, LESS COSTLY . . . Because It's More Efficient!

ATTENTION!
FILM EXPERTS
Send $2 for the new plastic disc computer which, in seconds, accurately computes timing problems for you.
READY-EDDY
SANDY HOOK, CONN.



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

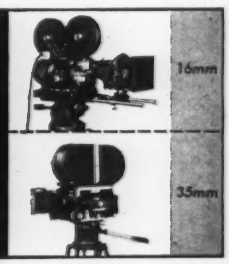
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



memo from Ed Hochhauser Jr.

NO ONE KNOWS AS MUCH ABOUT MUSIC as MUZAK

. . . and when it comes to music for a purpose the MUZAK know-how is internationally famous.

As you'd expect, a TV Production Music Transcription Library bearing the MUZAK name is tops!

APS, a division of MUZAK Corp., distributes this distinguished product. It's available to you at a charge of only $19.50 a month on a minimum one year contract basis.

Audition discs and catalog have been set aside for your examination on request.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

WORDS TO THE WISE

MICKEY SCHWARZ, president of A.T.V. Film Productions, has been assigned by Compton Advertising, Inc.,—for the Second year —to produce and direct Procter & Gamble's "Fireside Theater" formats and commercials, featuring screen star Gene Raymond, for the 1954-55 season.

A. T. V. FILM PRODUCTIONS, Inc.
1600 Broadway • New York 19, N. Y. • CIrcle 7-6434

"Creative Motion Pictures for Television"

being produced with which to compete with network programming.

Of the top 25 syndicated and/or locally produced programs, according to April ARB, KTTV had 14; of the top 37, according to May ARB, KTTV had 23. In the June ARB listing of the top 33 programs, KTTV accounts for 17 of them. The programs and their ratings are: (1) *Badge 714*, 27.6; (2) *Paul Coates Confidential File*, 26.8; (4) *Life of Riley*, 22.4; (5) *Waterfront*, 21.1; (6) *Superman*, 20.8; (9) *Annie Oakley*, 16.7; (10) *Lone Wolf*, 15.1; (11) *I Led Three Lives*, 15.1; (15) *My Hero*, 13.3; (18) *George Putnam News* (Wednesday), 12.7; (20) *Favorite Story*, 11.4; (21) *George Putnam News* (Tuesday), 11.1; (23) *Time For Beany* (Wednesday), 10.5; (24) *Flashback*, 10.5; (25) *George Putnam News* (Friday), 10.5; (31) *Ramar of the Jungle* (Tuesday), 10.0; (32) *Time For Beany* (Thursday), 10.0.

A new departure in daytime programming was inaugurated recently with the use of two half-hour tv films, previously considered of nighttime quality, in a daytime across-the-board strip in the 12:45 p.m. time slot. Now completely sold out on a participation basis, KTTV draws from such series as *Rebound*, *Fireside Theatre*, *Chevron Theatre*, *Schlitz Playhouse*, *Hollywood Offbeat* and various Bing Crosby Enterprises packages.

Local News Stressed

Borrowing from the local newspapers' policy that the burning down of the local department store is of far more interest than something happening in New York and oftentimes in Washington, KTTV stresses local news and special events coverage, both on-the-spot and film. A department of 12 people works on the newsreel operation. An added advantage is the station's blanket contract with General Petroleum to sponsor all newsworthy special events. With three complete remote units, each of which operates separately, KTTV last year telecast more than 1500 remotes and is averaging more than 17 per week currently.

Additionally, KTTV has two half-hour film programs weekly, *Open Road* and *Before Your Eyes*, which are locally produced and for local viewing only.

After viewers become aware of the station through emphasis on local personalities and local news and special events coverage, then, according to Mr. Breckner, expensive film packages can be profitably exposed. And, he adds, "after you build the ratings, see to it there are adjacencies available for sponsors."

The station programs a theatrical movie on Tuesday evenings at 9 p.m., one on Thursday evenings at 9:30 p.m. and two on Saturday. In addition, each week night KTTV televises two full-length theatrical films starting at 11:20 p.m. Titled *Jackson's Theater* with Jackson Wheeler as host, these late shows have produced some impressive sales success stories.

"A typical example is the result obtained by Tique Ravive Inc.," Mr. Moore reports. "The firm received 289 direct orders for a $2.50

LAUGH
AFTER LAUGH AFTER LAUGH!

ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89

"FOLLOW THAT MAN!"

...to BIGGER AUDIENCES
...to MORE CUSTOMERS

he's RALPH BELLAMY

. . . a great star bringing realistic, action packed adventures that every member of the family will enjoy!

Now, 82 half hour films available

- Made expressly for TV
- Ready for 1st or 2nd run sponsorship in leading markets

a proven success! Originally telecast as "Man Against Crime" with super-sized national ratings!

That's not all!

For an extra sales producing wallop you get MCA TV's high power pre-planned merchandising with ready-to-use promotion and point-of-sale material that will multiply the impact of every dollar you invest!

This is the way

to money making sponsorship of "Follow that Man!" Call your nearest MCA TV office about availability in your market — today!

MCA-TV Ltd

Now—Complete Service for All of Canada: MCA (CANADA) LTD.
TORONTO, ONTARIO, CANADA: 111 Richmond Street

NEW YORK: 598 Madison Avenue, PLaza 9-7500
BEVERLY HILLS:
9370 Santa Monica Blvd., CRestview 6-2001 or BRadshaw 2-3211
ATLANTA: 515 Glenn Building, Lamar 6750
BOSTON: 45 Newbury Street, COpley 7-5830
CHICAGO: 430 North Michigan Avenue, DElaware 7-1100
CLEVELAND: 1172 Union Commerce Bldg., CHerry 1-6010
CINCINNATI: 3790 Gardner Avenue, SYcamore 9149
DALLAS: 2102 North Akard Street, Prospect 7536
DETROIT: 837 Book Tower, WOodward 2-2640
SAN FRANCISCO: 105 Montgomery Street, EXbrook 2-8922
SEATTLE: 715 10th North, MInor 5534
ROANOKE: 3110 Yardley Drive, NW, ROanoke 2-4857
NEW ORLEANS: 5405 South Prieur, UNiversity 5104

*Adapted from the outstanding best-seller of our

*Eagerly awaited by millions of fans

THE ADVENTURES O

starring **HUGH MARLOWE** with Florenz Ames as Inspector Queen

a **tpa** sales builder

of our times . . .

S OF ELLERY QUEEN

Here's a new TV show that's as reassuring as money in the bank . . . a first-run series that's backed by a 25-year habit of success.

A SUCCESS IN EVERY MASS MEDIUM

In print . . . on the screen . . . on the air—"Ellery Queen" has consistently spelled "box-office". On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance" . . . against any competition. Now, specially filmed for TV . . . starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A TREMENDOUS READY-MADE AUDIENCE

The readers who made "Ellery Queen" a 30,000,000-copy best-seller . . . the movie goers . . . the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle" . . . "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A SHOW THAT CAN'T MISS

To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name . . . the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.

Television Programs of America, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

product advertised once on the program at 1:30 a.m.

"Running nightly movies until 2:30 a.m., with all participating spots sold out most of the time, may be strictly a local phenomenon," Mr. Moore points out. "Los Angeles has an unusually late audience because of the swing shifts at aircraft and other industries. A study of the situation shows that in this area there is a tv audience of more than 500,000 after midnight."

Incidentally he adds, "the quality of the theatrical films has little to do with the actual sales results. At least, that has been our experience."

Not to be dismissed lightly are the efforts of the station's sales promotion and publicity directors, Jack O'Meara and Reavis Winckler, respectively. The local press and tv columnists were recently taken on their first tv press junket, which featured a trip to "Centuryville," somewhere in California, via a five-car Santa Fe train, to herald the start of *Stories of the Century* on KTTV.

It is not unusual for metal frogs and paper butterflies to jump and fly out of the station's press releases. In the past few months these releases have contained such items as handcuffs *(Captured)*, puzzles (Sherlock Holmes feature films), card case *(Lone Wolf)*, compass *(Waterfront)*, wrist watch *(Time For Beany)*, Bromo Seltzer *(New Year's Day parade)*, pistol *(Annie Oakley)*, miniature skeleton *(Inner Sanctum)*, rubber snake *(Ramar of the Jungle)*, boot and gun charms (Hopalong Cassidy feature films), black eye patch *(Colonel March of Scotland Yard)*, and the 6' 6" beauty winner who personally delivered the releases promoting the station's "Big Saturday Night" program schedule.

No new program seems too unimportant for Messrs. O'Meara and Winckler to come up with the appropriate attention-getting gimmick to promote and publicize that particular program.

A BETTER MARKET
THAN NEW YORK, CHICAGO OR LOS ANGELES

Topeka is America's 14th city* in Consumer Spendable Income with $6,804 per household . . . 29.7% above the national average . . . outranking New York, Chicago, or Los Angeles! Each Topeka family has $1,558 *more* to buy *your* product!

WIBW-TV SELLS 'EM

Sell these free-spenders with Topeka's *only* TV station—WIBW-TV on VHF Channel 13. Right now we're delivering 52,472 homes on interim operation. But that figure will more than double as soon as our new tower hits the 1000 foot mark.

WIBW-TV SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

*Consumer Markets '54.

CBS-DuMONT-ABC Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

A PAUSE FOR STATION IDENTIFICATION

COLOR-MINDED WKY-TV Oklahoma City has adopted this artist's palette as a station identification. The paint daubs are of various colors; the brushes are tipped with red, blue and green. The station has a regular schedule of studio-originated color tv programs.

A SEASONAL motif is apparent in the IDs on WBRE-TV Wilkes-Barre, Pa. This one is appropriate to the summer months. The uhf ch. 28 station's channel number is prominent on the identifications.

THE CAPITOL BUILDING of North Dakota, a local and state landmark is featured on this station ID of ch. 5 KFYR-TV Bismarck.

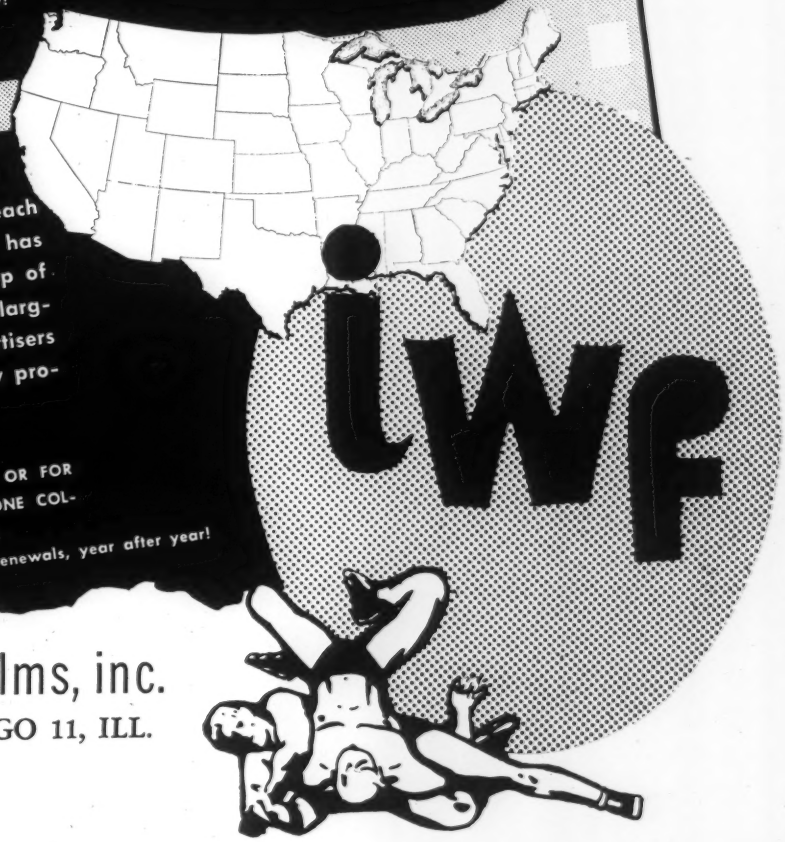
REMINDER of the historical heritage of Chattanooga, Tenn., is supplied by this ID of WDEF-TV. The Civil War-vintage cannon is on an outpost overlooking the city.

out in Front.....

Wrestling
from International Ampitheatre Chicago"

A BETTER YEAR 'ROUND BUY FOR TV VIEWERS REACHED THAN ANY OTHER SHOW IN EXISTENCE !

The tremendous pulling power*, product identification and sales results for sponsor after sponsor and renewals from these same clients year after year are added proof of the marvelous job being done by IWF. A show that NEVER loses its popularity! IWF is the oldest exclusive producer of wrestling . . . has the largest list of beer advertisers of anyone in the business and a rating that is consistently the highest of any comparable show!



IWF has released a new show each week for more than 4 years . . . has the largest and most select group of stations in the industry . . . the largest list of nationally known advertisers and agencies . . . and are now producing completely in color.

WRITE FOR COMPLETE DETAILS . . . OR FOR FAST ACTION IN YOUR MARKET PHONE COLLECT, CHICAGO, MICHIGAN 2-6200.

* We got the facts — high ratings — high renewals, year after year!

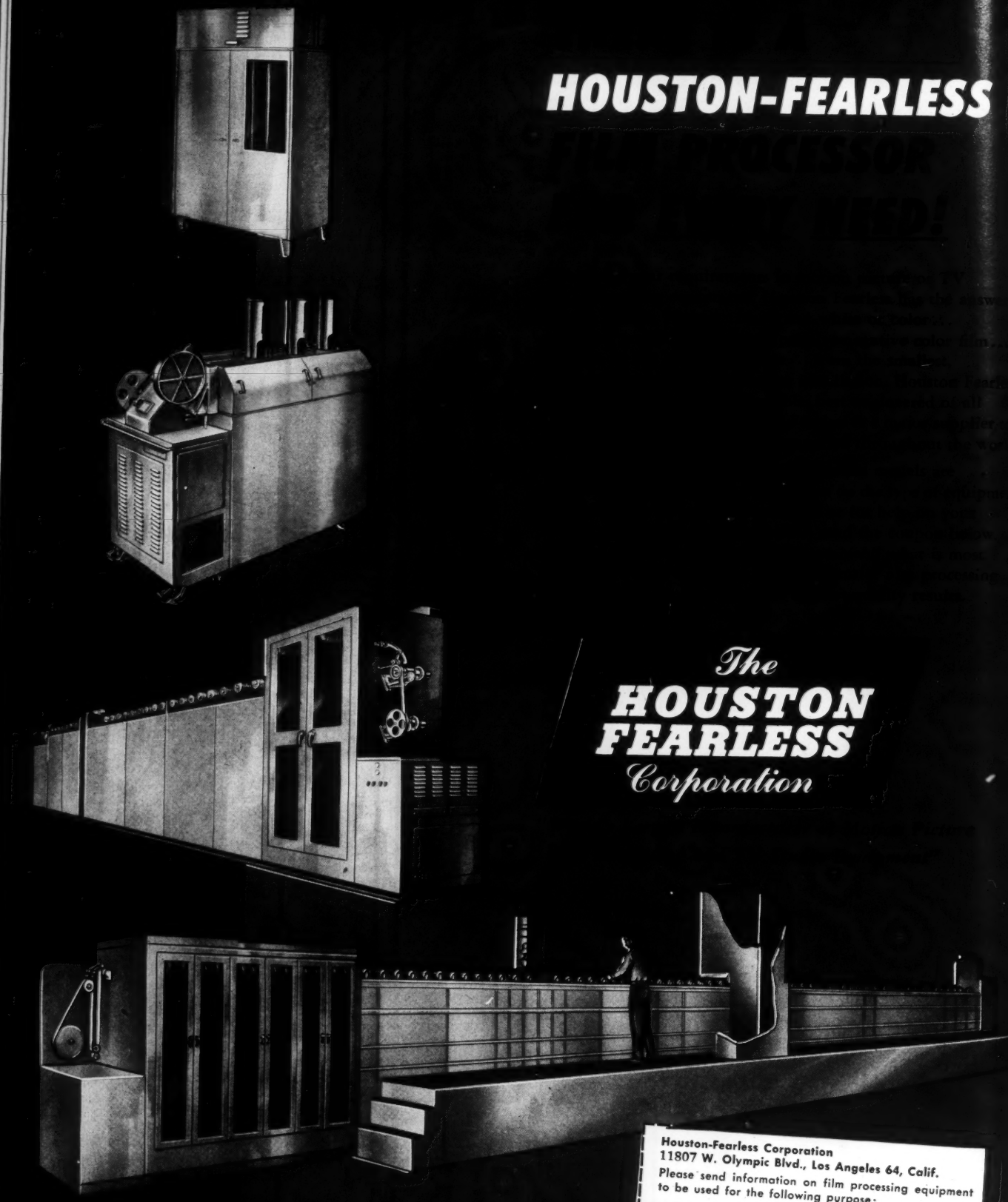
imperial WORLD films, inc.

49 EAST OAK ST., CHICAGO 11, ILL.

RUSS DAVIS, *President*

Phone Michigan 2-6200

HOUSTON-FEARLESS



The
HOUSTON FEARLESS
Corporation

Houston-Fearless Corporation
11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send information on film processing equipment to be used for the following purpose:

NAME_____
FIRM_____
ADDRESS_____
CITY_____ ZONE____ STATE_____

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter VI

AN EYE FOR AN EYE, AN EAR FOR AN EAR

ONE of the quickest and surest ways to get behind the 8-ball when building a sales curve with boxtops is to try to make an "eye-minded" premium do the work of an "ear-minded" premium.

I found that out in 1933 at Benton & Bowles when I was trying to set up the first seed premium ever offered by radio network.

Under the heading of "housewares," household equipment was out to sell itself in new clothes. That gave me the idea to offer a new-type rotary can-opener as a SuperSuds premium in the Benton & Bowles operation. But when I tried to figure how a can-opener could be visualized by radio so a housewife would buy a package of SuperSuds just to get one, I found myself stymied. Seeing is believing when it comes to anything as complicated as a can-opener, which means it's an "eye-minded" premium —something a woman wants after she sees it, not when she merely hears about it.

It would have been suicide to offer a can-opener on the air as a SuperSuds premium. So I switched to flower seeds, offering a "Hollywood Garden," that featured flowers like those grown by the screen stars. In an earlier chapter, I've already told how this offer became a tremendous success.

When seeking a boxtop idea, I always shun premium shows. Instead, I follow news trends. Premium shows exhibit stock items available to all. We can't use stock items. Our clients want exclusive premiums that sell goods. And we provide them. Oftimes when reading my morning paper, I give the front page a shake and out of a headline tumbles the very premium idea we're looking for. Such was the case with the Eisenhower Victory Sword Pin—an offer as yet unequaled.

Up to the time of my Benton & Bowles seed deal, no one had ever heard of either "eye-minded" or "ear-minded" premiums. Radio, therefore, served as midwife at the birth of both.

To distinguish between them, simply mention a can-opener in the same breath with a beautiful flower—a rose, say, or sunflower, carnation, or what-have-you. Then try to find a housewife that can't visualize the flower the moment she hears its name. With a can-opener, however—or any other intricate gadget—you'll either have to show it to the housewife or supply a diagrammatic picture that illustrates how it works.

"Eye-minded" premiums should never be used on the air. "Ear-minded" premiums, however, can at times be used in print. But the products themselves are always the best media. Therefore "eye-minded" premiums do a real sales job when advertised on can bands, or on the containers themselves, either via label or direct imprint on the package.

During my 20-odd years of specializing in package goods advertising, I've seen many sales records hung up just by keeping premiums in their proper place. Point of sale offers always depend on "eye-minded" premiums for their sales incentive. Merely by remembering this, the Duane Jones Company has gained new customers for as low as 2.6 cents each.

But the biggest returns come from "ear-minded" premiums, at a cost usually under $1.00 per thousand of circulation.

To establish such low costs, we use "eye-minded" items such as carving sets, plastic can covers and other plastic articles, scissors and knives in wide assortment, new kinds of clothes pins, knife-sharpeners, can-openers and similar kitchen equipment or related household contrivances that must be seen to be believed.

THIS IS THE CONCLUDING ARTICLE IN A SIX-PART SERIES CONDENSED FROM A FORTHCOMING BOOK. THE SERIES HAS APPEARED EXCLUSIVELY IN B•T.

"Ear-minded" premiums boast wider variety. All the Blarney stone offers, for instance, and the cultured pearl pins, along with our orchid lapel pin, assorted greeting cards, an income tax instruction book, and innumerable others, set new sales records.

A good 25-cent offer still pulls the largest number of returns, but most 25-cent offers are now up to 50 cents, due to price rises.

To gain greatest success, all premium deals should, in my opinion, be one-coin offers. For example, three pairs of nylon hose offered for a crisp dollar bill will find more takers than one pair offered for 35 cents. The lesser offer requires the mailing of three coins; the greater calls for only one piece of money. True, there's a saving of five cents on the dollars deal, but in this case convenience, not economy, is the big incentive.

In setting up a boxtop deal I'm often asked, "Which comes first, media or premium selection?" That reminds me of the old question, "Which came first, the chicken or the egg?" Generally speaking, media selection comes first. That's because your campaign is usually well under-way before you decide to apply forced selling techniques. But it could be the other way around. If you had on hand several thousand pairs of boxing gloves for premium use, you'd probably select a combination of radio sportscasts and the *Police Gazette* as your best media.

All forcing methods work best when preceded by product advertising. This again proves that if your product won't repeat after baiting your advertising hook with a good premium deal, your client just isn't in business.

Perhaps the most important thing in handling a premium operation, however, is to make sure your basic thinking is right, then go ahead regardless of doubts and misgivings that may beset you once you're under way. After you've launched a boxtop operation and are sure you've put your best thinking into it, be nonchalant no matter what happens, for the unexpected often occurs. Right thinking, backed by assurance, leads to success.

For the record, however, always remember that in setting up a premium deal it's an eye for an eye and an ear for an ear. In other words, never use an eye or an ear premium at the wrong time or in the wrong place. In that way you'll apply a package goods advertising technique that will save you many a headache.

I HAVE no idea who first thought up and applied the 1¢ Sale as a package goods advertising technique. But like others who've used it, I'm well aware that it helped to put a floor under a new and highly specialized calling.

When Blackett-Sample-Hummert took me on as veepee in 1934, the 1¢ Sale was a durable tool in the agency's work kit. As I look back on those early days, it's with genuine satisfaction that I realize my name is on the list of those who pioneered this form of low-price promotion. In fact, I strongly suspect that B-S-H was first to use it.

A 1¢ Sale is exactly what it says—the sale

15 RULES OF THE GAME

Here are the 15 techniques of package goods advertising that Duane Jones has described in this series. Mr. Jones himself invented some of them, refined others. Radio was the principal testing ground on which they were proved.

1. Select a low-cost, responsive medium in which to advertise your product, one that will gain market saturation for your sales message.
2. Never ask the customer to take a chance on you. Always offer to take a chance on him.
3. Be sure to advertise a product that is good enough to repeat when sampled.
4. Be sure to start with a budget big enough to pay the price of admission into the market you wish to invade. Concentrate your firepower on that market.
5. Get continuity into your campaign, putting sales messages into sequence.
6. Find the best possible reason why a customer should buy your product, then syllogize your "reason why" into direct sales messages.
7. To stimulate purchasing at the point of sale, put a can band on your product. Print a strong message on the can band with a picture of an eye-minded premium the housewife can't resist.
8. Use a premium as your yardstick to measure increased sales resulting from forced selling.
9. Let the strong carry the weak. Introduce a new product or build a weak one by offering it for sale with a strong, well-established item, the latter serving as the premium.
10. Glamorize your premium offers.
11. Turn a slow-moving product into a fast-moving one by offering a "Three-Cake Deal" whereby the customer gets three packages free *if* he fulfills a small obligation such as writing a short letter.
12. Capitalize on consumers' lethargy and inertia which will assure a low percentage of redemptions in a "Three-Cake Deal."
13. Always test a premium offer before starting a campaign.
14. Use the 1¢ Sale to introduce a new product or stimulate sales for an established item.
15. Classify premium deals in "eye" and "ear" offers, offering those that appeal to the ear on radio and those that appeal to the eye on tv, in print media or at point of sale.

of a product for a penny. But to get this particular product, you must buy at the regular retail price at least one other like it.

Let's suppose, for example, that a toilet soap manufacturer plans to build up business with a 1¢ Sale. In effect he says to the consumer, "If you'll buy three cakes of my toilet soap at the regular retail price, I'll sell you an extra cake for only one cent."

Naturally that has consumer appeal. In grocery stores, various brands of popular-priced toilet soap frequently retail in units of three cakes priced up to say nine cents per cake, or 27 cents per unit. For a 1¢ Sale, however, the soap is packaged in units of four cakes—three at the regular price and the fourth for only a penny more. On that basis, the housewife buys a four-cake unit for 28 cents and saves eight cents.

From the manufacturer's point of view, this kind of forced selling has a double-barreled purpose: First, to induce the retailer to buy more soap; second, to win new customers.

Now before soap gets to the retailer it must pass through the wholesaler, known in the trade as "the jobber." As middleman, the jobber buys soap by the case from the manufacturer, stores it in his warehouse, then sells it in job lots to the retailer. Much of the toilet soap in "regular" or facial size is packed 96 cakes to the case. But for a 1¢ Sale, the manufacturer adds 32 free cakes or one-third of a case. This is a bonus to the retailer for getting behind the sale with store promotion, display, and increased local advertising. He sells these additional cakes for a penny apiece and adds the take to his profit.

Soap packed for a 1¢ Sale is much heavier and harder to handle than soap shipped for ordinary trade. Since the jobber doesn't share in the retailer's bonus, the manufacturer gives him a discount of say six cents per case to compensate for handling the heavier shipments and to induce him to cooperate in selling more soap to the retailer. On volume, this discount can add up to quite an item.

To show how the arithmetic works out in practice, we'll assume a supermarket takes on a 1¢ Sale and orders 50 cases of toilet soap from the jobber. That's 6,400 cakes of regulars, all of one brand—4,800 cakes to be sold at nine cents, and 1,600 at one cent.

For the soap sold at the established retail price, the supermarket gets $432.00, and a $16.00 bonus for soap sold at a penny per cake.

Let's say that the mark-up per cake is one and a half cents, which on 50 cases of 96's adds up to $72.00. Tack on the $16.00 bonus and the supermarket comes out with a gross profit of $88.00. So from the retailer's standpoint, a 1¢ Sale is well worthwhile. Moreover, with commodity prices at an all-time high, a 1¢ Sale gets quick recognition from the housewife. She is intrigued by an attractive display at the supermarket—four-cake units of a top toilet soap neatly bound by wide paper bands, the fourth cake accented by a standout one-cent price mark.

Chances are the housewife has already heard of the sale, either on the radio, or via tv, or in local newspaper ads. For, more than likely, the manufacturer is conducting this promotion on a national, or at least on a regional basis. If he's using a soap opera or tv show, he has probably featured the 1¢ Sale in his commercials or even in the show itself.

Now let's see what the manufacturer gets out of all this.

If overall sales build up as they should under pressure of this kind of forced selling, the manufacturer will not only gain a good profit, he will likewise gather a lot of new users. Under the law of averages, half of his 1¢ Sale purchasers will be new users. And eventually half of those new users will become regular customers.

We've used toilet soap here as our example because it's so often promoted by 1¢ Sales, but the fact remains that this form of sales stimulation is applied to a wide range of package products.

In my opinion, however, a 1¢ Sale does more for a standard product than for a fighting brand. I've found that other techniques are more effective in promoting new products. Nevertheless, the 1¢ Sales remains a widely and effectively used sales tool.

I was much amused when Hill Blackett first explained its operation to me soon after I joined Blackett-Sample-Hummert.

"Now that I've given you the details and the background," he said, "I'll tell you how it works. A big and imposing account executive calls on a major client. He finds a place to put his hat, takes the most comfortable chair, lights a cigar and goes puff, puff, puff.

"The client eyes him coldly. 'Well, Mr. Account Executive,' the client says, 'what have you got to tell me about advertising this morning?'

"The account executive clears his throat and replies, 'Well, Mr. Advertiser, you see, it's like this. Take one and one, for example. Add them together and one and one make two.' . . . And damned if the client doesn't buy it!"

I laughed, of course, then Hill Blackett asked suddenly, "Know who that big, important-looking account executive was?"

"No," I said, still laughing, "who was he?"

"You," Blackett said.

I stopped laughing immediately, for I knew Blackett meant by that bit of sarcasm that I'd better get out and sell a couple of 1¢ Sales.

Fortunately, I had a few prospects. B. T. Babbitt, for instance. Babbitt had a good cleanser—Bab-O. Maybe I could get it for an account.

Now I have never tackled an advertising solicitation the easy way. Instead I've always tried it the hard way by asking for a chance at the prospect's worst market. I built the Duane Jones Co. on that basis. If you can do business for the advertiser in his worst market, you'll never need to worry about his best one.

Not long after starting our agency, I ran full page ads in the *New York Times* and *Herald Tribune*. One ad appeared under the headline . . .

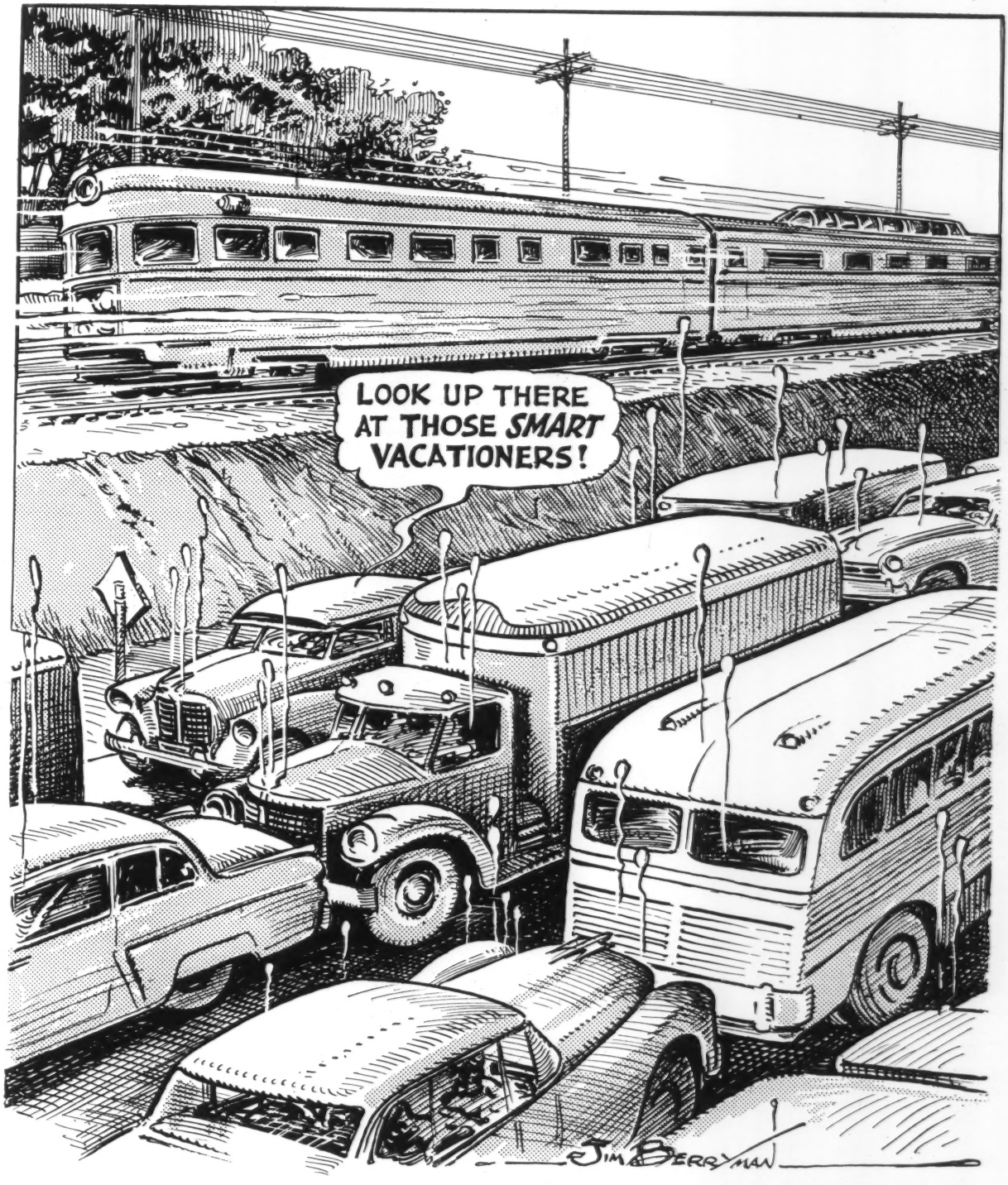
WANTED: YOUR WORST MARKET

Another, in the same media, was headed:

Why Not an Award
for the Ad that
Sells the Most Goods?

These ads opened many doors for us and eventually we landed several top accounts.

THE *REAL* OPEN ROAD



for the **ASSOCIATION OF AMERICAN RAILROADS**

all because our advertising dealt with what we, in our naive way, believed advertising to be about.

Many people are convinced that advertising's function is to build good will, create acceptance and keep the name of the product before the public. But my credo is that the good will which advertisers enjoy most comes from the *use* of their products.

So the Duane Jones Co. has always advocated strategies designed to induce consumers to use a product once, twice or three times. This not only builds good will, it pays its own way by increasing sales.

The purpose of one kind of advertising—my kind—is to sell goods at a profit. The closer advertising sticks to that job, and the better it does it, the less vulnerable to attack it will be.

Don't let the foregoing make you think I've loped off into the green pastures of wishful thinking. Actually it was the presentation of such arguments as are stated here that got me a chance at Bab-O's worst market.

My first experience with a 1¢ Sale was in St. Louis. There we offered a can of Bab-O for one cent to all who bought another can at the regular retail price. Results are now history. The 1¢ Sale went so well that I took Bab-O to Blackett-Sample-Hummert as an account and for almost six years acted as account man. We expanded the 1¢ Sales into other markets, along with many other techniques, increased our radio coverage, and gradually built a full and comprehensive national distribution.

When I left Blackett-Sample-Hummert to join Maxon in 1940, with the former agency's permission I took Bab-O with me. For two years I serviced it as a Maxon partner and executive veepee. Then when I started my own shop in 1942, again I took the account with the agency's blessing, and Bab-O became a cornerstone of the Duane Jones Co. During the eight years that we held it, business for Bab-O continued to build until it won and held 51% of the cleanser market.

So, quite naturally, I have a friendly feeling for the 1¢ Sale as a package goods technique. Without it I might never have owned an advertising agency with all its headaches, all its ulcers, and more important still, all its prestige and profits.

ANY premium operation, to be a standout success, must be self-liquidating.

That means the cost of the premium, including packaging and shipping, must be kept within 20% of the cost of the entire operation. Otherwise the deal will not "wash its own face," meaning it won't pay its board and lodging.

To interpret this in terms of package goods advertising techniques, let's consider costs as they apply to an individual premium, one that can be had for a single coin—say a quarter and a boxtop.

Despite the scarcity of 25 cent premiums nowadays, I still favor them. So for guinea pig purposes, let's assume we're going to offer a premium for a quarter and a boxtop and want to give the client an estimate of costs.

Let's take a taxable premium as an example—a costume jewelry item, say. And to make it easy to figure, we'll set the tax at 2.08 cents. That's slightly under 1/12 of the retail price, which is the percentage you normally estimate as your excise tax.

Now to make all premium costs understandable, we'll tabulate them:

Excise tax	2.08¢
Addressing and handling	3.50¢
Postage (under permit)	1.50¢

So our costs, exclusive of the premium itself, total 7.08 cents. Subtract that from the 25 cents you get for the premium, and you have a balance of 17.92 cents.

In other words, you can pay up to 17.92 cents for a 25-cent premium and still have a self-liquidating deal. If you get a satisfactory premium for less, you make a profit, and that can be applied against the advertising. We had an instance where a client saved $21,000 on his annual advertising appropriation through profits on his premium operations.

If you are issuing a premium that calls for a higher redemption than a quarter, you can still make it self-liquidating by sticking close to the cost ratio that apportions expenses for a 25-cent self-liquidator.

The premium itself, of course, is always the best guarantee of self-liquidation. I mean the motivation that gives appeal to the offer. A premium isn't just a gimmick, you know, it's an idea that *features* a gimmick. It must have an intangible something that makes housewives want it. And premiums of that sort, as I've previously pointed out, often fall out of the headlines. For instance, if a Queen Elizabeth lipstick, compact, bag, or pocketbook like one she carried on her trip could have been issued as a premium while her world-tour was still hot news, it would have been a natural that would have pulled record returns.

DUANE JONES

But let's examine the ways and means by which premiums are processed, for even if you have only two cents left for processing after earmarking your balance for postage, that still gives you a budget of $10,000 if you're mailing out half a million 25 cent premiums.

And don't forget, every time the advertiser receives a coin and a boxtop, it means he's sold another package of his product. So he pockets the profit from each forced sale without applying it to premium costs. Multiply each forced sale by half a million and the profits add up.

There are times, of course, when sales strategy is of such primary importance that it is expedient to forego the advantages of a self-liquidating premium. Such occasions are rare, though, and as a rule increased sales or the winning of a new market compensates for premium costs.

In mailing out premiums, three things are vital: 1) They must reach their destination quickly. 2) Deliveries must be at low cost. 3) They must get the premium there undamaged.

When I think of punctuality in mailing, it reminds me of another story that Claude C. Hopkins, famous copywriter, used to tell. It seems that A. D. Lasker, president and principal owner of Lord & Thomas, had a relative working in the production department of the Chicago office. He was the playboy type, and work often interfered with his nightclubbing. One day the gay blade made a mistake that cost the agency several thousand dollars. So the head of the production department went to Mr. Lasker and complained. "Furthermore," he added, "he was late to work again this morning; came in at 11 o'clock."

"He did?" Mr. Lasker said. "Well, don't ever let him come in a minute earlier. Think what it might cost us."

At any rate, premiums must be mailed *as rapidly as possible after the coins and boxtops arrive.* In the package products business, where premium promotions provide one of the most effective methods of mass sampling, this prime necessity cannot be discounted. It's a basic responsibility. You are dealing with Mr. and Mrs. Consumer and all the Little Consumers. They live everywhere and are innumerable. Break faith with them on a deal and you'll lose their confidence. Not for just one deal, mind you, but for *all* deals. And the confidence of their friends, too, for they'll tell their friends, and they are your potential boxtoppers for next time.

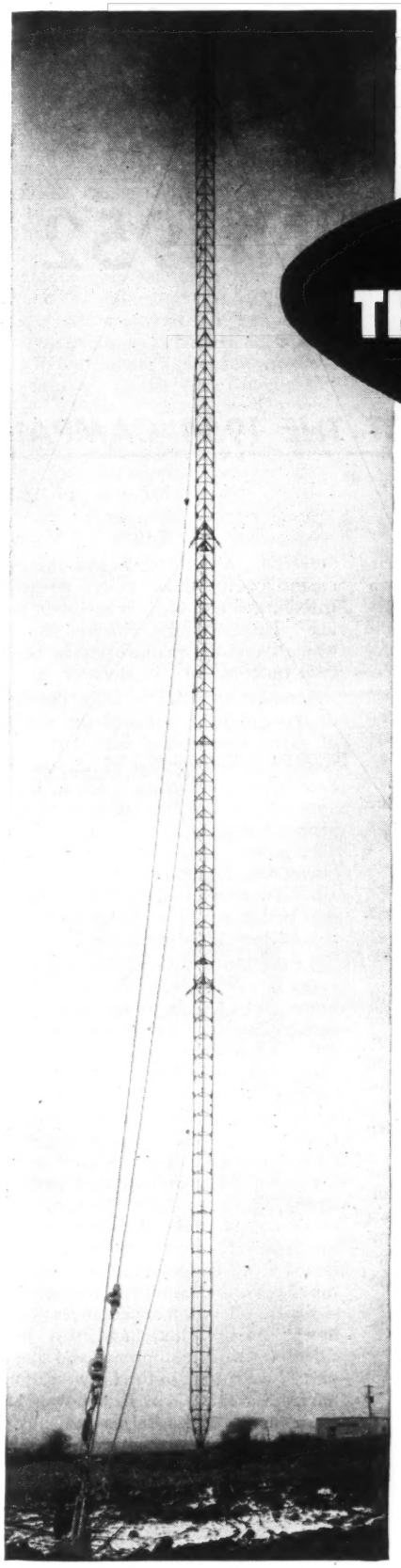
When premiums are offered on a limited or regional basis, the mailing operation is usually handled from the advertiser's home office. If the deal is carried by national network, however, returns usually become too heavy. It pays, then, to farm out the mailing task to a competent organization that specializes in processing boxtop returns.

As a technique, the need for setting up a self-liquidating deal is self-evident. It serves as a stabilizer, and helps to keep the sales power of package goods advertising from vaporizing in empty dreams.

No phase of merchandising demands such practical imagination as a successful premium promotion. The way to get out front and stay there is best told by the hard-bitten hero of Kipling's famous poem, "The Mary Gloster." A grizzled old sea dog, he was, who owned 40 freighters and hired 10,000 men, and here's his "how-to" advice:

And they asked me how I did it, and
I gave 'em the Scripture text,
'You keep your light so shining a little
in front o' the next!'
They copied all they could follow, but
they couldn't copy my mind,
And I left 'em sweating and stealing a
year and a half behind.

THE END



ANOTHER TRUSCON THOUSAND FOOTER GOES ON THE AIR

● Truscon builds them tall! Latest Truscon tower of strength to lift an antenna over the thousand foot mark now is on the air for WFMJ-TV in Youngstown. This Truscon triangular uniform guyed tower mounts an RCA antenna.

Your own tower requirements will be in well-qualified hands when you call on Truscon. Truscon knows towers. Truscon has engineered and constructed many hundreds of towers that now stand strong and tall in all parts of the world, in all kinds of wind and weather.

Truscon will build your towers tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV, and Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program started without delay.

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street • Youngstown 1, Ohio
Export Dept.: Chrysler Bldg., New York 17, N. Y.

a name you can build on

REPUBLIC STEEL

TELEVISION and POLITICS: HOW THEY MIXED IN 1952

A DETAILED STUDY WHICH COULD AFFECT THE 1954 CAMPAIGNS

PRIOR to the 1952 Presidential campaign, Crosley Broadcasting Corp., Cincinnati, awarded a $10,000 fellowship to Miami U., Oxford, Ohio, to determine what influence television would have on the fall election. Crosley Board Chairman James D. Shouse said the grant was offered in anticipation of questions and speculation "certain to arise as the result of the first nationwide television political campaign in history." The university's Department of Marketing, under Dr. Joseph C. Seibert, conducted the study among 1,000 residents of the Miami Valley (biggest cities: Dayton, Cincinnati). B•T reported the preliminary results in its February 23, 1953, issue. The final results are being made public today, and are described below as excerpted from the official report.

BEFORE attempting to investigate the influence which television may have exerted on the outcome of the 1952 election, it seemed wise that an analysis be made first of the election itself. Only after a background had been drawn of the events, the issues, and the areas from which the victor received his strength could a reasonable interpretation be made of the role which television was able to play.

The analysis starts with a straw vote taken among the panel members previous to the Republican convention, which was the first of the two conventions. Among all the presidential possibilities in the news as of late June, panel members placed Robert A. Taft in first place as the most likely candidate. Dwight D. Eisenhower was a close second, and Estes Kefauver was third. Both Sen. Taft and Gen. Eisenhower, however, led Sen. Kefauver by approximately three to one margins. Adlai Stevenson was sixth in line, following Harry S. Truman and Earl Warren, as well as the three leaders. A previous survey made in Cincinnati in March by the Department of Marketing had revealed a greater popularity for Sen. Taft in a similar straw vote. In March, Gen. Eisenhower was second but his total was only half of that for Sen. Taft. In those days Douglas MacArthur was third, Sen. Kefauver was fourth, and Gov. Stevenson was eighth. Although the earlier straw vote covered only a part of the district represented by the entire panel, it did enable the establishment of a trend in the pre-convention period which was in favor of Gen. Eisenhower. Among the Democratic possibilities, Sen. Kefauver was the one who appeared to be enjoying the strongest upsurge in popularity.

The rising tide in favor of Gen. Eisenhower evidently was national and succeeded in placing him at the head of his party in July. The trend toward Sen. Kefauver however did not carry through. Possibly the trend for him started at a lower level and the nomination by the Democrats had to be from a larger field. This failure by Sen. Kefauver to gain the nomination, however, can be listed as one of the first observations of this study with respect to the influence of television. The rising favor for Sen. Kefauver had been linked to television, and had its inception in the widely viewed "crime hearings" of a few months previous. In spite of his television popularity, he lost the nomination to one relatively unknown to the video audience.

At the close of the heated activity of the two conventions, which nominated Gen. Eisenhower and Gov. Stevenson as the two candidates for the presidential office, members of the panel favored Gen. Eisenhower over Gov. Stevenson by slightly more than a two to one ratio. Only slightly fewer than one-quarter of the voters were undecided. In reality the election was virtually decided during the conventions. Enough of the Eisenhower voters were sure of their choice so that Gen. Eisenhower, even at that early date, could be certain of about two-thirds of his final vote. Only about half of those who favored Gov. Stevenson were certain of the selection which they had made. Even if all those who favored Gov. Stevenson but were uncertain, plus all those who were undecided, had finally voted for Gov. Stevenson, the total would have fallen short of the numbers who favored Gen. Eisenhower at the close of the conventions. Gov. Stevenson, therefore, began his campaign against tremendous odds, whereas Gen. Eisenhower had only to maintain his standing. This certainly restricted the influence which television might bring to bear on the final outcome of the election.

In spite of his early lead, the first phase of the campaign widened the gap in favor of Gen. Eisenhower still more. After a round of campaigning which ended late in September, and during which each candidate appeared before the public with important pronouncements as to farm programs, foreign policy, and labor policy, Gen. Eisenhower was favored by a three to one margin. Those who came to a decision during that period swung to him. Gov. Stevenson gained very little ground.

In the last month of the campaign, however, the favorable trend for Gen. Eisenhower, which had extended from the pre-convention days in March, finally leveled off. Those who were going to vote for Gen. Eisenhower, for the most part, had made up their minds by the end of September. It was Gov. Stevenson who profited most from the activities of the closing month and even the closing days. Almost one-third of his vote was added in that period. This strong finish by Gov. Stevenson, furthermore, can be taken as a first observation of the relatively greater benefit which he obtained from television. All during October, the Democratic candidate was scheduled for bi-weekly television appearances. Gen. Eisenhower, on the other hand, was doing considerable "whistle stopping" and spent a large part of the month in the far west. It may well have been that Gen. Eisenhower aided his cause in the areas of his visits, but in the Cincinnati area, without a local appearance, and with few television appearances, he gained very little ground.

Despite the favorable trend which Gov. Stevenson enjoyed in the closing phase of the campaign, there was little opportunity to overtake his opponent. The decision of 1952 had already been made and Gen. Eisenhower emerged the victor by a sub-

stantial margin. Under these circumstances any influence of television could not possibly have been of a decisive nature. The results apparently would have been the same, with or without this new, and as yet untested, means of political communication.

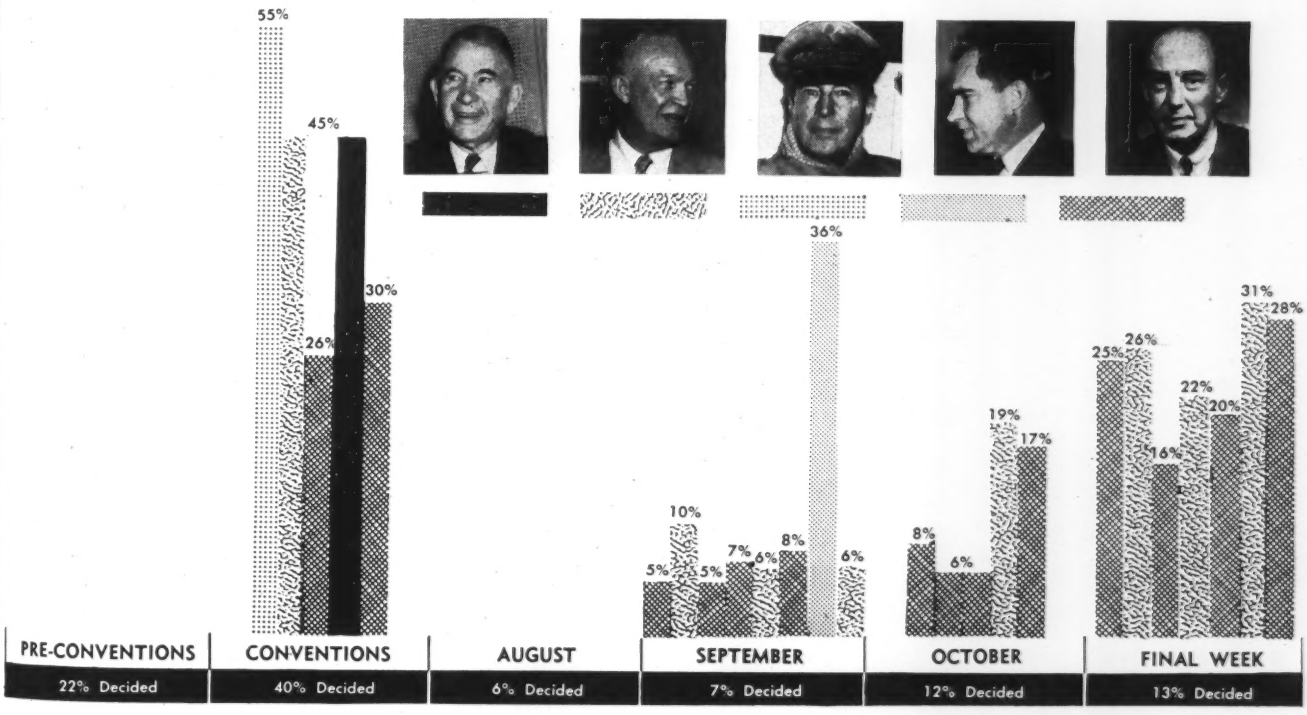
TO say that the influence of the new medium was not decisive is not to say, however, that the medium did not have some influence. Viewing audiences for political programs were estimated to have ranged up to as many as 50 to 60 million people. The opportunity to appear before so many had never before existed. Television could not help but leave some imprint on the 1952 campaign. As a beginning, in the measurement of that influence, it seemed appropriate to construct an index of television impressions. The political viewing record of each of the panel members was examined, starting with the conventions and lasting throughout the campaign. From these records an index of viewing was determined for Republican programs and another index was constructed for Democratic programs. Each panel member therefore had two index records of viewing, one for Republican and the other for Democratic programs. Fifteen programs on each side were selected, and the number viewed, of the total of 15, determined the index. If a panel member viewed five of the 15 Democratic speeches or programs, his Democratic viewing index, as an example, would have been 33%. For the measurement it was necessary to add two Richard Nixon speeches to 13 programs in which Gen. Eisenhower was featured, in order to have 15, or a comparable number of programs already selected for the Democrats.

An analysis of the finished indexes revealed that the Republican programs were viewed more than the Democratic programs, and that those who finally voted Republican watched Democratic programs to a greater extent than Democratic voters watched Republican programs. From this it appeared that Republican television impressions were more numerous and that television was therefore of greater quantitive influence to the Republican cause. Furthermore, it could be said that television offered the candidates opportunities to reach voters inclined to be in the opposite camps, to a degree probably not possible through other media of communication.

It was found that 39% of the panel viewed no more than 9% of the Eisenhower and Nixon programs, but that 53% of the panel viewed no more than 9% of the Stevenson programs. At the opposite end of the scale there were fewer than 1% who viewed more than 90% of the Republican programs, but none at all who viewed more than 90% of the Democratic programs. By combining the top six classifications it can be seen that a few more than 20% of the panel watched 40% or more of the Republican programs or speeches, but that only 11% watched 40% or more of the Democratic programs or speeches.

Either one of two conclusions might be true. First, that the large Republican viewing and therefore Republican impressions resulted in a large Republican vote, or second, that those who planned to vote Republican were more inclined to watch the Republican candidates. Possibly the real answer lies between the two extremes. That part of the panel, for example, which viewed no more than 9% of the Eisenhower or Nixon telecasts, was made up of 67% Republican voters and 33% Democratic voters. That is, 67% of this group finally voted for Gen. Eisenhower, and 33% finally voted for Gov. Stevenson. As would be expected the share of the audience representing Gov. Stevenson voters diminished as the intensity of the viewing of Eisenhower and Nixon speeches increased. In all of the classifications representing Republican impressions up to the 50% level, audiences were about two-thirds Republican and one-third Democratic. Beyond that the proportion of Republicans increased and the proportion of Democrats decreased. All who viewed more than 90% of the Republican programs voted Republican. In those classifications representing 60% to 90% viewing, audiences averaged

THE MAJOR SPEAKERS AND THEIR SHARE OF AUDIENCE RATINGS



THE upright bars in the chart above indicate the percentage of members of the Miami U. panel who saw particular tv speeches by key political figures. The figures below the dates indicate the percentage of panel members who made up their minds about their choice of candidates in the periods shown. Note that 22%, all apparently party die-hards, had decided to support party nominees before they were selected. By far the most made their choice during the conventions, when, as shown by upright bars, viewing also was heavy. Each upright bar represents a tv speech by a political figure pictured in the upper part of the chart. The September Nixon speech, which outranked all other post-convention tv appearances, was his now-famous explanation of personal finances. The biggest audience was won by Gen. MacArthur's keynote address to the Republican convention.

about 15% Democratic and 85% Republican.

The study showed that television offered Gov. Stevenson even greater opportunities to reach those with leanings toward the opposing side than was true for Gen. Eisenhower. In the group of panel members viewing more than 70% of Stevenson speeches, for example, there were more Republicans than there were Democrats. The proportions of Democrats in Gov. Stevenson's television audiences increased up to the point representing the audience classification which had viewed 60% of the Stevenson programs. Beyond that the proportion of Democrat voters fell off and the proportion of Republican voters increased. In the interpretation of these particular findings it should be pointed out that some classifications represent relatively small samples, but it is believed that the general pattern would not change with an increase in the sample size.

The first step in the treatment of the returns was to make an analysis of the viewing experiences and to construct indexes to represent the television viewing records. According to these indexes it became evident that the viewing of speeches made by Gen. Eisenhower and Mr. Nixon exceeded the viewing of speeches made by Gov. Stevenson. The Republican candidates therefore enjoyed the advantage of more numerous television impressions. It was further discovered that these Republican impressions were made on substantial numbers of Democrats as well as on Republicans, and that one important influence of the television medium was an opportunity to reach voters with opposing political inclinations. This opportunity in the 1952 campaign, however, was greater for Gov. Stevenson than for Gen. Eisenhower, since the number of Republicans in Gov. Stevenson's television audiences was proportionately greater than the number of Democrats in Gen. Eisenhower's audiences.

THE next step of the survey examined into the "reason why" the composite index of viewing for the Republican programs and speeches exceeded that for the Democratic programs. The chart (preceding page) has been prepared as a summary of this analysis. It reveals the viewing record for the most important campaign speeches made by Gen. Eisenhower, Mr. Nixon, and Gov. Stevenson. The viewing record in turn has been placed against a background indicating the times when the voters made up their minds. According to the chart, 49% of the members in the panel watched Gen. Eisenhower make his acceptance speech at the Republican convention. In contrast only 35% watched Gov. Stevenson make his acceptance speech and only 30% watched him make his welcome speech. Gen. Eisenhower had the advantage of an early evening hour, whereas Gov. Stevenson had the disadvantage of a mid-day time and another time in the wee hours of the morning.

The most important point is that the spectacle of the conventions encouraged viewing and each party had unusual opportunities to make television impressions. After the conventions political viewing fell off. All during the summer and right up to within 10 days of the election, panel members turned to entertainment rather than to political speeches. Television audiences for political programs generally ranged below 10% of the total panel, and some were as small as 5%. The one exception was the audience for the much heralded Nixon "financial" speech from Los Angeles. Circumstances of the campaign advertised this speech as a news event, and panel members turned to it as such.

Interest in the campaign increased again in late October. A speech by Gen. Eisenhower in Detroit on Oct. 24 seemed to mark the turning point. This particular speech, in which he made the dramatic promise to go to Korea, if elected, was viewed by 23% of the panel members. The Madison Square Garden speeches were viewed by about 30% of the panel members and about one-third watched the programs on election eve. Audiences were large, but they fell short by substantial margins of reaching the proportions attracted by the history-making political conventions.

With this review of audience sizes, at least a partial explanation of the greater impressions for the Republican programs and speeches has been attained. Republican programs and speeches were timed to coincide with the periods of larger viewing audiences, but the Democratic programs in many instances were scheduled in periods when political viewing was at a low ebb. All during September and in most of October, Gov. Stevenson, and Gen. Eisenhower too, were speaking to smaller television audiences. But this was the period when a substantial number of the Stevenson telecasts were scheduled. Gen. Eisenhower's television appearances were bunched closer to election day. Even during the conventions he spoke at a popular viewing hour, but Gov. Stevenson appeared at off hours.

The benefits to the Republicans did not end with just the larger number of impressions. The chart indicates further that these impressions came at times when people were making up their minds as to the candidate for whom they would vote in November. More minds were made up during the conventions than at any other time. The second most important time of decision came dur-

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ing the final week. These times coincided with the larger number of Republican television impressions. As many as 53% of the panel members reached a conclusion during the conventions and in the final week. Only 19% reached a decision during the main part of the campaign in September and October. A few (6%) made a choice in mid-summer before the campaign got under way. The remaining 22% voted as regular party members, having made up their minds even before the nominations were made at the party conventions.

MORE opportune timing of Republican telecasts, plus more extensive viewing of these political programs, gave the Republicans an advantage with respect to the influence which television was able to make. This influence afforded Gen. Eisenhower the superior opportunity to become better acquainted with the American people, and to indicate to them the nature of his proposals for a change. Because of the larger number of television impressions, he had the better opportunity for a communication of his issues and a projection of his personal characteristics. The findings of the survey show that he was more successful in the latter than in the former.

At the end of August, just before the campaign got under way in earnest, panel members were asked to rate the candidates as to eight different personal traits. The rating was merely an indication as to which candidate was considered superior as to each of the several traits. In the last week of the campaign, just previous to the election, panel members were asked to repeat this same rating. The two ratings gave absolute levels at the beginning and at the end of the campaign, and also measures of change for the period of the campaign.

With the exception of the characteristic of humor and the ability for speaking, Gen. Eisenhower was considered superior to Gov. Stevenson in all traits measured, and in both periods. That conclusion came from a study of a portion of the panel comprising members who had relied upon television the most to follow the campaign and the election. It was found that 34% of this panel group rated Gen. Eisenhower superior to Gov. Stevenson as to appearance, 37% as to intelligence, 57% as to sincerity, and so on across the remaining figures in that row of the chart. These are the absolute measures of superiority as made at the end of the campaign, and they show that Gen. Eisenhower was appreciated most because of his sincerity, his friendliness, and his humility. The highest ratings for Gov. Stevenson are the ones depicting humor and speaking ability.

Although the absolute measurement favored Gen. Eisenhower in all but the traits of humor and speaking ability, the relative measures of change were opposite, and favored Gov. Stevenson in all traits but humility and aggressiveness. The relative measures in this instance were taken as the changes in the absolute rankings for each candidate from the beginning of the campaign to the end. Taking appearance as an

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example, Gov. Stevenson enjoyed a 34% increase in his appearance rating, but Gen. Eisenhower suffered an 8% reduction in his rating. This is in spite of the fact that Eisenhower at the close of the campaign was still rated higher than Stevenson as to this characteristic. The decline in the rating does not necessarily mean that people thought less of Eisenhower's appearance at the end of the campaign than they did at the beginning, but simply that at the end of the campaign relatively more had a better impression of Gov. Stevenson's appearance and therefore rated him superior to Gen. Eisenhower in this respect.

Apparently the decision to use television to get the Democratic candidate better known in a short space of time paid off. Gov. Stevenson's rating with respect to humor among those in the television audience more than doubled, and his ratings with respect to friendliness and sincerity almost doubled. Only in the traits of humility and aggressiveness did he fail to make gains. Gen. Eisenhower gained the most with respect to humility, but also enjoyed an increased appreciation of his intelligence, sincerity, and aggressiveness. In the interpretation of these gains it must be remembered that the absolute ratings for Gov. Stevenson were much lower at the start of the campaign and that gains were therefore easier to accomplish. This does not remove the general conclusion indicating that Gov. Stevenson enjoyed greater relative increases in the appreciation of his personal characteristics, but it does reduce the significance of the sizes of the increases made. A detailed analysis of rankings made by the television audience compared with rankings made by the total membership of the panel illustrated rather conclusively that the increased ratings for Stevenson were linked with his television appearances. His benefit from television was qualitative, in contrast to the quantitative benefits enjoyed by Eisenhower.

SURVEY impressions having to do with campaign issues are more mixed. In almost all measurements made which related to the influence of the television medium as an aid in the communication of an idea or an issue, it was found that the television audience was better informed than the public generally. To credit television with this greater awareness, however, would have been an oversimplification of the findings. The greater awareness could have been due to a greater interest in the campaign by those in this audience, or to the influences of other media which could not be isolated in the measurement. Many panel members who claimed that television was their main source of information on campaign events also indicated that they were spending more time reading newspapers than had been the case previous to the campaign. There was an indication also that vested interests may have been of greater importance in accounting for the understanding of the positions taken by the candidates, rather than the medium through which the debate on the issues reached the public. Laborers were better informed with respect to labor issues, and farmers were better informed with respect to the farm issues. Those with vested interests took the initiative to determine each candidate's position, and therefore were not fair subjects in a test attempting to determine the relative influence of television. As a matter of fact, the evidence collected pointed more to the newspaper as the source of information turned to by those anxious to determine the position taken by a candidate.

There is still another consideration which "explains why" the influence of television may have contributed less and that of the newspaper more in the total picture, in spite of the findings which showed the television audience to have been better informed than the public generally. This consideration has to do solely with audience size. As already pointed out, television audiences were large during the conventions and in the closing few days of the campaign. During the major part of the campaign, however, the television audiences were comparatively small. But it was during this time of smaller television audiences that campaign issues were debated. In September and October when Gen. Eisenhower and Gov. Stevenson were advancing their farm programs, labor plans, and foreign policies, television viewers were turning their dials to entertainment. In that period the newspaper became the source of information for political developments and events. The larger audiences viewing the conventions and the closing speeches of the campaign were treated more to generalities, and no doubt were attracted more by events and personalities than by issues.

Finally, in the composite picture relating the influence of television in the communication of campaign issues, there is the appreciation of the lesser importance which issues appeared to play. The election decision lay more in the realm of personalities than in any differences in platform planks or candidate proposals. In spite of Gov. Stevenson's effort to swing to issues and "talk sense to the American people," only vague generalities caught on. Some panel members "feared a change," but most believed "a change was needed." To effect this change furthermore they placed faith in the personal characteristics and abilities of Eisenhower. As described above they especially liked his sincerity, his friendliness, and his humility. Since these were traits which the television medium helped in an important way to project, it appears reasonable to conclude that it was in these areas, rather than in the area of issues, that television contributed the most to the final election results.

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RADIO SAVES MONEY

SUCCESS of radio in helping to build up deposits in the leading bank system of Georgia is detailed in a new four-page Broadcast Advertising Bureau (BAB) folder being distributed members. Title "In Georgia, People BANK on Radio Advertising," the booklet records the history of the Citizens & Southern National Bank and its 20 offices and describes the advertising and radio results achieved by that firm.

10,000 SEE MERMAID

OVER 10,000 southern California yachtsmen viewed a mermaid last week. KBIG Avalon's advertising trademark, which employs that fabled sea nymph, covered the front of the annual brochure which is sent to boat owners by KBIG and the Western Amusement Co., showing radio and theatre facilities of interest to navigators.

WBTV (TV) FIRE COVERAGE

THE LARGEST fire in Charlotte, N. C., history was telecast live by WBTV (TV) that city, through the quick work of the station's camera crew and engineers. Only minutes after the first alarm was sounded, WBTV reports it was ready to give on-the-spot coverage of the blaze which destroyed the block-and-a-half-long Southern Railway freight depot, causing damage estimated at more than $500,000. The telecast was made from the roof of the Wilder Building, home of the Jefferson Standard Broadcasting Co., licensee of WBT and WBTV (TV) Charlotte.

KFAB DERAILMENT 'FIRST'

KFAB Omaha claims being "first" on the scene with direct on-the-air reports of the derailment of the crack streamliner "Rocky Mountain Rocket" which went off the tracks near Hallam, Neb., about 75 miles southwest of Omaha, June 25. KFAB also claims it was "first" to broadcast the most complete list of the injured and the extent of their injuries from the hospitals that cared for the 75 victims of the wreck. A mobile short wave unit and a remote transmitter were employed at the scene of the accident to carry three live, on-the-scene news interview broadcasts.

'ALICE' WELL COVERED

KGBT-TV Harlingen, Tex., claims to be the first to telecast "Alice." "Alice" was the hurricane that roared inland some 75 miles south of the Lower Rio Grande Valley on June 25 and KGBT-TV reports staging what it believes to be the "first" telecast by a Texas station on the fringe edge of a hurricane. The station plotted and followed the storm as it raged through the Rio Grande causing winds up to 68 miles per hour. The station signed on an hour earlier than usual and received cooperation from KURV Edinburg and KRIO McAllen who informed listeners that the tv outlet had an early sign-on. KGBT scheduled from-the-weather-bureau reports every half-hour and reminded listeners that sister station ch. 4 was telecasting on alternate periods so people could keep posted on the storm by both media.

CBS-TV LITERATURE SERIES

NEW weekly series titled *Now and Then*, featuring a discussion on the world's literary heritage, is scheduled for presentation on CBS-TV on Sundays, 6-6:30 p.m. EDT, starting August 1. The program will be conducted by Dr. Frank C. Baxter, professor of English literature at the U. of Southern California, who has presented the award-winner *Shakespeare on Tv* series over KNXT (TV) Los Angeles.

NEWSMEN MEET 'MISS MARLOWE'

NEWSMEN were guests a fortnight ago at a preview of Procter & Gamble's newest television daytime serial, *Concerning Miss Marlowe*, which started last week on NBC-TV and features Louise Albritton. After the runoff of the first script of the series, the announcer explained a new promotion for a contest to be held early in September when Procter & Gamble and its agency, Benton & Bowles, will hold an audition for talented young men and women. Miss Allbritton, the producer, and the director of the series will be the judges. The winner of the "Talent Discovery" contest will be given first call status on P & G commercials as well as a monetary award for further schooling.

WDSU-TV PILGRIMAGE COVERAGE

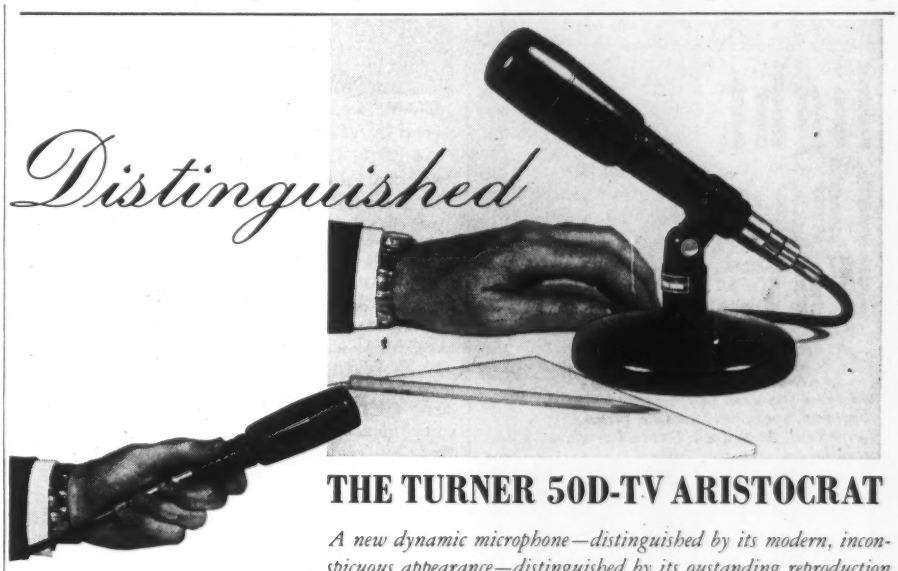
BRANDON CHASE, WDSU-TV New Orleans "Your Esso Reporter," is scheduled to accompany the Most Reverend Joseph F. Rummel, Archbishop of New Orleans on the forthcoming pilgrimage to Rome, which is being conducted in observance of the Marian Year. Mr. Chase, who will be assisted by a photographer, will make a complete filmed account of the pilgrimage, and will also send back film reports on special interviews with European notables for daily presentation on WDSU-TV programs. Photographs of famous landmarks, to be later used for background sets for various WDSU-TV programs, will also be taken by its representatives. The pilgrimage departs from New York July 20 to visit famous shrines and points of religious interest throughout Spain, Portugal, France and Italy. Highlight will be a trip to Rome, where the group will have an audience with Pope Pius XII, who will address them in English and give the Apostolic Blessing.

Fine, and Feathered

KSIL Silver City, N. M., has announced the latest addition to its disc m.c. staff—Percy the Parakeet. Percy, at present, is an apprentice to Gust Boyd, who first introduced the bird to his listening audience. Percy, generally perched on the microphone or Mr. Boyd's head, comments on the record choice with chirps, squawks or an occasional "Hello, Percy, Hello, Percy." Mr. Boyd's protege is becoming one of the most popular personalities in the area. He receives phone calls, fan letters and is currently sending out autographed photographs. It is hoped that in the near future, Percy will branch out on his own show—something for the birds.

WSB-TV CRASH COVERAGE

UNDER proper circumstances, tv can cover spot news ahead of the press, asserts WSB-TV Atlanta, after that station showed films of a 2 p.m. plane crash on its regular 6:15 p.m. newscast. The accident, which claimed the lives of four prominent Wisconsin businessmen, occurred too late to be reported in the final home editions of the afternoon papers, according to WSB-TV, but the films gave viewers complete coverage of the story, which was a front-page headliner in the following morning's papers. WSB-TV manager Marcus Bartlett is convinced he made the right move in hiring a



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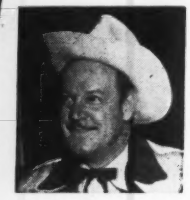

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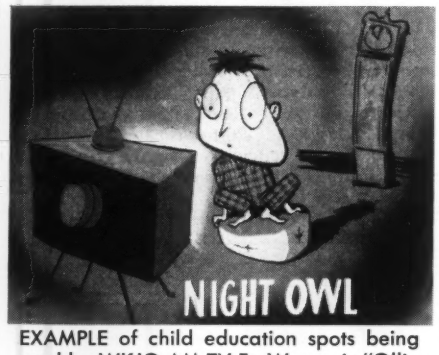
staff photographer, saying, "It proves that given the right personnel and equipment, tv need take no backseat on spot news coverage."

FILM STARS ON RADIO-TV

PERSONAL appearances of movie stars on television and radio disc m.c. shows are planned by Metro-Goldwyn-Mayer studios, Culver City, Calif., as part of an intensive nationwide promotion campaign to publicize forthcoming major summer film releases. Also under consideration, according to studio spokesmen, are radio-tv spot announcement campaigns "where they will do the most good."

CHILD EDUCATION SPOTS

PUBLIC SERVICE child education spots in the form of cartoons with accompanying messages are being carried by WKJG-AM-TV Ft. Wayne, Ind. For example: "Night Owl" (see cut) message is advice to children on the drawbacks in keeping late hours; an unhealthy looking "Skinny Sparrow" doesn't eat healthful food and drink milk regularly; "Stray Dog" is always at the neighbors or borrowing other people's property. The announcements point out that neither these "animals" nor their child counterparts will benefit from such foibles. Jim McBride, WKJG art director, originated cartoons.



EXAMPLE of child education spots being used by WKJG-AM-TV Ft. Wayne is "Ollie the Night Owl." This "bird," young viewers are told, "just won't go to bed when his folks tell him to. He'll sit up and watch television or something."

DETROIT EDUCATIONAL PREVIEW

PREVIEW of what the Detroit public will see next year over ch. 56, to be owned and operated by the Detroit Educational Tv Foundation (DETVF), was presented over WWJ-TV, that city, by Wayne University Television of Detroit in collaboration with the Detroit Institute of Arts. DETVF is a non-profit organization of 18 educational institutions throughout the Detroit area. Subjects for *The Drama of Industry* series included "Wood, Wind, and Water," "Coal, Iron, and Steam" and "Motors and Modern Man" with Franklin Page of the Art Institute doing the moderating and guests appearing from the Wayne U. history department. WWJ-TV loaned Wayne U. its studios and technicians.

KEEPING LOUISVILLE INFORMED

CURRENT and controversial public issues are highlighted Wednesday evenings on WHAS-TV Louisville's *What's Your Question?* People telephone in their queries and as many as time permits are answered on the half-hour program. In the two and one-half years the program has been aired, 12,709 questions have come to the station of which 7,887 were answered on-the-air and the remainder by mail. Guest participants have included Kentucky and Indiana governmental, health, legal and educational officials and topics range from the activities of Santa Claus—which received a record 216 inquiries—to taxes.

NCCET CHALLENGES LEE ON EDUC. TV

FCC Comr. Robert E. Lee's mid-June speech [B•T, June 21] which questioned the idleness of many educational tv channels drew a reply last week from the National Citizens Committee for Educational Television which held that the new medium is catching on.

In its weekly news bulletin, NCCET challenged Comr. Lee's observation that "many prominent industry executives" have suggested the decision to reserve channels for educational use "will open the door for government competition and provide the basis for a camouflaged attack on our system of free broadcasting." NCCET said it informed Comr. Lee it knew of no such suggestions and noted the reservations were made after open hearing in which "the oldest and most respected educational associations in the nation testified in favor of the move."

Citing grass roots growth toward educational tv stations despite the fact only a few are now on the air, NCCET concluded: "It is true that educational television has not grown as rapidly as did commercial tv. But when doctors, lawyers, businessmen, housewives, boy scouts, girl scouts, all representing national organizations, but perhaps more important representing the interest of Americans in improving themselves—if all these people in hundreds of communities can amass more than $15 million in assets as is the case, then it would seem that educational television has a sound base."

EDUCATION PEOPLE

Phillip Essman, radio-tv consultant, audio-visual education dept., Los Angeles County board of education; **Mrs. Robert F. Fitch,** tv chairman, United Church Women of Southern California & Southern Nevada, and **Mrs. Fred Teasley,** state tv chairman, Calif. Federation of Women's Clubs, elected to first three-year terms on board of directors, National Assn. for Better Radio & Television (NAFBRAT).

Re-elected for three-year terms are **Mrs. Gertrude G. Broderick,** radio-tv specialist, U. S. Office of Education, Washington, D. C.; **Mrs. William Boutwell,** editor, *Scholastic Teacher,* N. Y.; **George E. Probst,** U. of Chicago; **Dr. Elizabeth Hurlock,** psychologist, U. of Pennsylvania graduate school; **Dr. Russell D. Leigh,** Russell Sage Foundation, N. Y.; **Miss Gertrude M. Blackstock,** Calif. Dept. of Mental Hygiene; **Mrs. Esther Mathewson,** editor, *Los Angeles School Journal,* and **Mrs. R. C. Haws,** national director, National Council of Catholic Women.

John C. Birrel, formerly commercial manager, KWIL Albany, Ore., appointed placement director, Northwest Radio & Television School, Portland, Ore.

LAUGH-
RIOT

ZIV'S SUNNY FUNNY FAMILY

See pages 87, 88 & 89

Holland Firm to Make Lawrence Color Tube

Ten year contract covers all markets except the United States and Canada.

N. V. PHILIPS of Eindhoven, Holland, will manufacture the Chromatron (Lawrence) color tv tube and sub-license all Chromatic patents on a world-wide scale under a 10-
HOLLAND year agreement signed in London, Richard Hodgson, president, Chromatic Television Labs, has announced.

The agreement covers all markets except the U. S. and Canada. A licensing and sub-licensing agreement has been signed between Chromatic and Famous Players of Canada, Canadian affiliate of Paramount Pictures Corp., which owns 50% of Chromatic stock.

Mr. Hodgson said that the 10-year contract calls for a straight royalty arrangement on tubes manufactured by Philips or its sub-licensees, with initial royalties to be credited against an advance payment made when the agreement was signed. Declaring that "Philips, with its cathode ray tube manufacturing plants in The Netherlands, Great Britain, France and Germany, is bound to be one of the world industry leaders in color tv as it has been in other electronic fields," Mr. Hodgson said that the agreement "means the recognition by the world's largest electronics manufacturer outside the U. S. of the pre-eminence of Chromatic's color tube developments."

Canadian Broadcasters Plan Public Relations Campaign

E. G. ARCHIBALD, CHOV Pembroke, Ont., has been appointed chairman of the Public Relations Committee of the Canadian Assn. of Radio and Television Broadcasters.
CANADA Fred Pemberton, CKSF Cornwall, has been appointed to the committee and other broadcasters are to be appointed soon. Mr. Archibald in his first report states that the committee plans to make the Canadian public conscious of the role of private radio in Canada, to point out the contributions to national programming, the size of the private radio payroll, its investment, its ethics and other pertinent facts. Meetings are being held this summer with various sections of the Canadian broadcasting industry to plan a campaign to acquaint the Canadian public with the role of private radio, so that future Royal Commissions on Broadcasting will hesitate to say, as did the 1951 Massey Royal Commission, that the word "industry" does not apply to private radio.

CBC Reports Results Of Educational Tv Test

TELECASTS of school broadcasts have to be more interestingly presented to hold public school children's attention. That is the consensus of teachers polled after an ex-
CANADA periment in telecasting educational programs in Canada this spring. A series of four school broadcasts not only were heard in the classrooms but also were seen on television stations at Toronto, London, Kitchener, Sudbury, Ottawa, Montreal, St. John and Vancouver after school hours.

Most (89%) of the reporting teachers said students viewing the telecasts could recall salient points; 87% reported that student viewers had a better knowledge of the subject than non-viewers, and 80% considered the viewers were more interested or better motivated than non-viewers. While students heard the programs in their classrooms during school hours from local stations, they did not see the tv programs until after school in groups. Reports of students after seeing the programs showed that many turned the sets off after seeing only part of the programs, others turned to more interesting programs from other stations, and in many cases the viewing time interfered with other home activities.

A detailed report on the results of these four educational telecasts has been released by the school broadcasts department of the Canadian Broadcasting Corp., and is available from CBC at Toronto, entitled "Can Tv Link Home and School?"

Canadian Tv Set Sales Reach 21,623 for May

A TOTAL of 21,623 television sets worth $7,049,743 were sold in Canada during May, according to a report of the Radio-Television Mfrs. Assn. of Canada. This brings
CANADA the total of tv set sales for the first five months of 1954 to 158,890, valued at $57,534,665, as compared to 114,260 sets sold in the same 1953 period. Almost half the sets, 67,000, were sold in southern Ontario. The province of Quebec accounted for 55,000 sales in the first five months.

Sales of radio receivers in the first five months of 1954 are down to 172,150 sets compared with 246,217 in the same 1953 period.

an Ampex
tape recorder
for as little
as $498
($545 with portable case as shown)

the new
AMPEX 600

At a price that's a real surprise, here is the kind of performance that has made AMPEX the supreme name in tape recorders. The new Ampex 600 has been simplified to reduce its size and price. But it retains full Ampex precision and performance.

As a portable recorder, the Ampex 600 is in a class by itself. It weighs only 28 pounds. You can carry it anywhere. The recordings you make "on location" will match those made on the finest studio equipment.

As a studio recorder, the Ampex 600 outperforms many others twice its size. It serves ably in all these needs: studio recording — line recording — dubbing and editing — broadcast playback.
To assure long service, major components of the Ampex 600 have been subjected to tests equaling more than 10 years normal use. An Ampex pays for itself.

Performance
- 40 to 15,000 cycles at 7½ in/sec.
- Signal-to-noise ratio over 55 db.
- Flutter and wow less than 0.25%
- 3 heads for monitoring tape while recording

For further specifications, write today for descriptive bulletin to Dept. D-1701

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Distributors in principal cities; Canadian distribution by Canadian General Electric Company

U. S. Producers Take Part In BBC Tv Programs Course

TV PRODUCERS from Europe, Asia and the U. S. are taking part in a three-week study course on tv programming at the British Broadcasting Corp.'s London studios. The study, which started last Monday, ends July 24. It was organized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) with the cooperation of BBC.

ENGLAND

U. S. representatives are Perry Wolff, CBS news and public affairs department (producer of *Adventure*), and William Dempsey, educational director for KPIX (TV) San Francisco. Four Americans were named to participate as experts on selected subjects: Martha Gable, director of tv for Philadelphia public schools, on school programming; Father R. C. Williams, tv coordinator, Creighton U., Omaha, on tv in adult education; Morris Novik, consultant, National Assn. of Educational Broadcasters and the Joint Committee on Educational Television, on educational policies; Douglas MacAgy, Museum of Modern Art, on use of tv by museums.

CJCB-TV Sets August For Start of Operation

CJCB-TV Sydney, N. S., ch. 4, plans to start telecasting at the end of August, according to J. Marven Nathanson, president and general manager. Studio and transmitter building, entirely apart from the radio affiliate CJCB, was completed in June and is located on the highest hill in the Sydney area. It has two studios, one measuring 75 by 38 feet, and the second 35 by 40 feet. The transmitter room, with projection section, measures 60 by 29 feet. A 10 kw RCA transmitter will be used with a 399 foot, 12 slot RCA wavestack directional antenna. The station will have 100 kw video power, 60 kw audio. Equipment includes two DuMont live cameras, two DuMont film camera chains with flying spot film projection, two 16mm projectors, two slide projectors and one opaque projector, all with DuMont flying spot scanner.

CANADA

UPCOMING

JULY

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTING

BAB Clinics

July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 7-8: NARTB Dist. 10, Fontentelle Hotel, Omaha.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Southern Network
$110,000.00

Major market operation with well above average fixed assets. The station needs a capable owner-manager to take over. Some financing available.

Midwest Independent
$135,000.00

Successful operation located in one of the largest and most attractive radio markets in the country. Rich in retail sales and family income. Some net quick is included in this sale.

Appraisals • Negotiations • Financing

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CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
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Exbrook 2-5672

Station Authorizations, Applications
(As Compiled by B • T)

July 1 through July 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through July 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,583	2,571	134	159	129
Fm	555	530	42	6	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	246	308	554[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	259	120	379
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	921	337	713	526	1,240[2]
Educational	54		27	26	54[3]
Total	975	337	740	552	1,294[4]

[1] Eighty-seven CPs (14 vhf, 73 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 584 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Dothan, Ala.—Ala-Fla-Ga Tv Inc. granted vhf ch. 9 (186-192 mc); ERP 55.6 kw visual, 27.8 kw aural; antenna height above average terrain 537 ft., above ground 440 ft. Estimated construction cost $198,100, first year operating cost $120,000, revenu $120,000. Post office address P. O. Box 505, Dothan. Studio and transmitter location Cottonwood Road, Dothan. Geographic coordinates 31° 11′ 8″ N. Lat., 85° 22′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Richard I. Kearley Jr., Nashville, Tenn. Principals include President **Charles Woods** (5%), farming; Vice President **J. T. Thrower** (5% jointly with his wife), hardware; Treasurer **Dr. Paul Flowers** (5%), physician; **Richard Kearley** (5%), engineer WSM Nashville, and **Dr. Norman W. Homan**; Vice President **H. L. Holman Jr.** (2%), architect-engineer and stockholder WOZK Ozark, Ala. Granted July 2.

Henderson, Nev.—Southwestern Publishing Co. (KFSA-AM-FM-TV Ft. Smith, Ark.) granted vhf ch. 2 (54-60 mc); ERP 10.96 kw visual, 5.48 kw aural; antenna height above average terrain 258 ft., above ground 601 ft. Estimated construction cost $227,000, first year operating cost $104,400, revenue $132,000. Post office address 105 Friedman Bldg., Las Vegas. Studio and transmitter location 737 Main St., Las Vegas. Geographic coordinates 60° 10′ 48″ N. Lat., 115° 08′ 24″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Reynolds** (75%), Vice President **A. E. Calahan** (25%) and secretary **Theodore M. Nelson.** Grant was enabled by the dismissal of the competitive bid of KRAM Las Vegas. Granted July 2.

APPLICATION

Visalia, Calif.—Irwin V. Willat d/b as Sequoia Telecasting Co., uhf ch. 43 (644-650 mc); ERP 22.73 kw visual, 12.19 kw aural; antenna height above average terrain 308.8 ft., above ground 319.4 ft. Estimated construction cost $122,544, first year operating cost $180,000, revenue $180,000. Post office address 400 East Tulare St., Tulare, Calif. Studio and transmitter location Walnut Ave. off Mooney Blvd., Visalia. Geographic coordinates 36° 18′ 44″ N. Lat., 119° 19′ 09″ W. Long. Transmitter and antenna, DuMont. Consulting engineer James R. Bird, Oroville, Calif. Mr. Willat is retired motion picture director, producer and writer. Filed July 7.

APPLICATIONS DISMISSED

Los Angeles, Calif.—Spanish International Tv Inc. FCC dismissed bid for new tv station on uhf ch. 34 for failure to prosecute. Dismissed June 30.

Los Angeles, Calif.—Lawrence A. Harvey. FCC dismissed bid for new tv station on uhf ch. 34 for failure to prosecute. Dismissed June 30.

Existing Tv Stations . . .

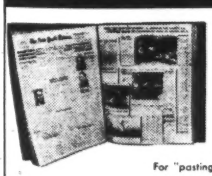
ACTIONS BY FCC

WMSL-TV Decatur, Ala.—Tenn. Valley Bestg. Co. granted STA to operate commercially on uhf ch. 23 for the period ending Oct. 25. Granted July 2; announced July 7.

WJNO-TV W. Palm Beach, Fla.—WJNO-TV Inc. granted STA to operate commercially on ch. 5 for the period ending Sept. 15. Granted June 29; announced July 7.

KTIV (TV) Sioux City, Iowa—KCOM Bestg. Co. granted mod. of CP for ch. 4 to change ERP to 51.3 kw visual, 25.7 kw aural; change studio location to 10th and Grandview; transmitter location to 0.8 mile N. of city limits, near Sioux City; antenna height above average terrain 770 ft. Granted June 30; announced July 7.

LOOSE-LEAF SCRAP BOOKS



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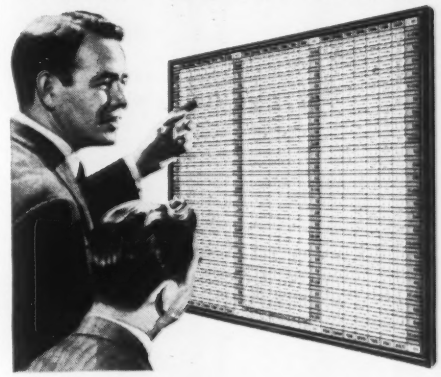

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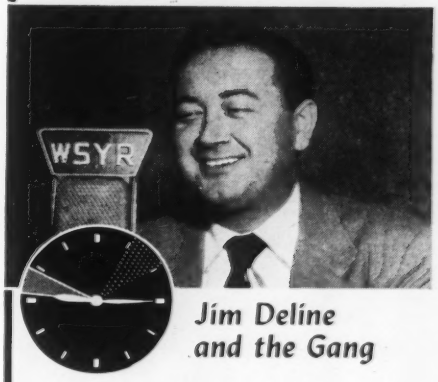

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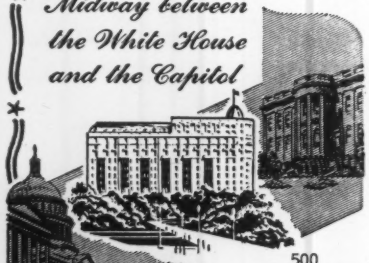

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- BOND, Hartford, Connecticut

KAKE-TV Wichita, Kan.—KAKE-TV Inc. granted mod. of CP for vhf ch. 10 to change ERP to 232 kw aural; transmitter location to 1.3 miles east of Colwich, Kan. Granted June 28; announced July 7.

WTWO (TV) Bangor, Me.—Murray Carpenter & Assoc. granted CP for ch. 2 to change ERP to 14.15 kw visual, 8.49 kw aural; antenna height above average terrain 673 ft. Granted June 29; announced July 7.

WABI-TV Bangor, Me.—Community Telecasting Service granted CP for ch. 5 to change ERP to 29.6 kw visual, 17.7 kw aural; antenna height above average terrain 673 ft. Granted June 29; announced July 7.

KGVO-TV Missoula, Mont.—Mosby's Inc. granted STA to operate commercially on ch. 13 for the period ending Dec. 11. Granted June 29; announced July 7.

KDRO-TV Sedalia, Mo.—Milton J. Hinlein granted STA to operate commercially on ch. 6 for the period ending Sept. 8. Granted July 1; announced July 7.

KGEO-TV Enid, Okla.—Streets Electronics Inc. granted STA to operate commercially on ch. 5 for the period ending Oct. 13. Granted June 25; announced July 7.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. granted mod. of CP to change to ch. 7; ERP 40.95 kw visual, 20.48 kw aural; studio location Williams Bldg., Jackson; transmitter location approximately 0.4 mile N. of city limits, near Jackson; antenna height above average terrain 633 ft. Granted June 28; announced July 7.

WKBT (TV) La Crosse, Wis.—WKBH Tv Inc. granted STA to operate commercially on ch. 8 for the period ending Dec. 28. Granted July 1; announced July 7.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. granted mod. of CP for uhf ch. 19 to change ERP to 229.1 kw visual, 138.1 kw aural; antenna height above average terrain 414 ft. Granted July 2; announced July 7.

STATION DELETED

WBEC-TV Pittsfield, Mass. — Western Mass. Bcstg. Co. FCC deleted tv station on uhf ch. 64 at request of permittee. Deleted June 28; announced July 7.

APPLICATIONS

KALB-TV Alexandria, La.—Alexandria Bcstg. Co. seeks mod. of CP for ch. 5 to change ERP to 15.24 kw aural; antenna height above average terrain 552 ft. Filed July 6.

WSJS-TV Winston-Salem, N. C. — Triangle Bcstg. Corp. seeks mod. of CP for vhf ch. 12 to change ERP to 234 kw aural; antenna height above average terrain 760 ft. Filed June 29.

KGUL-TV Galveston, Tex.—Gulf Tv Co. seeks CP for ch. 11 to change ERP to 261 kw visual, 131 kw aural; transmitter location to Alvin-Pearland Rd., 4.5 miles NW of Alvin, Tex.; antenna height above average terrain 1,176 ft. Filed July 6.

KTLK (TV) Houston, Tex.—Houston Consolidated Tv Co. seeks mod. of CP for ch. 13 to change transmitter location to Blue Ridge Rd., 4 miles SW of Almeda, Tex.; ERP to 170 kw aural; antenna height above average terrain 957 ft. Filed June 29.

KVOS-TV Bellingham, Wash.—KVOS Inc. seeks mod. of CP for vhf ch. 12 to change ERP to 38.46 kw visual, 19.5 kw aural; transmitter location to Constitution, Orcas Island, approximately 4 miles ESE of Eastsound, Wash.; antenna height above average terrain 2,420.7 ft. Filed June 29.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. seeks mod. of CP for vhf ch. 7 to change ERP to 89.8 kw visual, 53.9 kw aural; transmitter location to approximately 1.8 miles NE of the center of Wausau; antenna height above average terrain 462 ft. Filed July 6.

CALL LETTERS ASSIGNED

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co., vhf ch. 13.

WTVX (TV) Gastonia, N. C.—Air Pix Corp., uhf ch. 48. Changed from WNSC-TV.

KVDO-TV Corpus Christi, Tex.—Coastal Bend Tv Co., uhf ch. 22. Changed from KVDO (TV).

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp., vhf ch. 12.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp., vhf ch. 7.

New Am Stations . . .

ACTIONS BY FCC

Rogers, Ark.—Radio Station KAMO granted 1390 kc, 500 w daytime. Post office address % G. Don Thompson, 2001 W. 17th Place, Tulsa, Okla. Granted July 7.

Ticonderoga, N. Y.—Portage Bcstg. Co. granted 1250 kc, 500 w daytime. Post office address % Martin Karig, RD #1, Hudson Falls, N. Y. Estimated construction cost $14,057, first year operating cost $42,000, revenue $48,000. Principals include President **Martin Karig** (99.0%), general manager-25% interest WWSC Glens Falls, N. Y.; **Donald Latimore** (0.5%), and **Dorothy Karig** (0.5%). Granted July 7.

APPLICATIONS

Denver, Colo.—Ewald W. Koepke & Frank E. Amole Jr. d/b as Capitol Bcstg. Co., 1340 kc, 250 w unlimited. Post office address % Ewald W. Koepke, 2630 Zenobia St., Denver. First year operating cost $60,000, revenue $75,000. Principals in general partnership include **Ewald W. Koepke** (50%), commercial manager KMYR Denver, and **Frank E. Amole Jr.** (50%), KMYR news and program director. Application is contingent upon FCC approval of KMYR bid to change from 1340 kc to 710 kc. Applicant will lease KMYR facilities for 5 years at $6,000 per year. Filed July 1.

Baxley, Ga.—Farnell O'Quinn. 1260 kc, 1 kw daytime. Post office address Baxley, Ga. Estimated construction cost $18,900, first year operating cost $18,000, revenue $30,000. Mr. O'Quinn is general manager and 25% stockholder of local department store. Filed June 28.

Winnemucca, Nev.—Northwest Radio & Tv Corp. 1400 kc, 250 w unlimited. Post office address P.O. Box 387. Estimated construction cost $11,000, first year operating cost $33,000, revenue $36,000. Principals include President **Lester W. Pearce** (18.5%), C.A.A. employe; Vice President **John R. Duarte** (14.8%), Winnemucca chief of police; Secretary-Treasurer **Henry E. Ruckteschler** (18.5%), oil distributor, and **Rudolph Schwartz** (14.8%), ranching. Filed June 24.

Chattanooga, Tenn.—Greenwood Bcstg. Co. (WABG Greenwood, Miss.), 600 kc, 1 kw daytime. B•T erroneously listed this application as a grant on May 24.

Port Lavaca, Tex.—E. J. & W. J. Harpole d/b as Uvalde Bcstrs. 1560 kc, 500 w daytime. Post office address % Edward J. Harpole, Box 758, Uvalde, Tex. Estimated construction cost $17,000, first year operating cost $25,000, revenue $30,000. Principals include **Edward J. Harpole** (50%), general manager-50% owner KVOU Uvalde, Tex., and president-50% owner KVOZ Laredo, Tex., and **W. J. Harpole** (50%), 50% owner KVOU, vice president-39% owner KVOZ, 26.6% owner KVWO Cheyenne, Wyo., and president-66.6% owner KVOP Plainview, Tex. Filed July 1.

Salt Lake City, Utah—William W. Phillips. 860 kc, 1 kw daytime. Post office address 1379 Blaine Ave. Estimated construction cost $26,140, first year operating cost $29,000, revenue $38,500. Mr. Phillips is former radio parts distributor. Filed June 28.

APPLICATIONS AMENDED

Dunneville, Calif.—Grant R. Wrathall amends bid for new am station on 1290 kc, 1 kw daytime, to change studio and station location to San Felipe, Calif., and to change transmitter location to Hwy. 152 at Lovers Lane, San Felipe. Filed July 2.

El Cajon, Calif.—Babcock Bcstg. Corp. amends bid for new am station on 910 kc, 1 kw night, 5 kw daytime, unlimited, directional day and night to specify 1 kw daytime. Filed July 2.

Cleveland, Tenn.—J. A. Gallimore tr/as Radio Cleveland amends bid for new am station on 960 kc, 500 w daytime to specify 1420 kc. Filed July 2.

Existing Am Stations . . .

ACTIONS BY FCC

WTAQ LaGrange, Ill.—The LaGrange Bcstg. Co. granted CP to change from 500 w day to 500 w unlimited, directional night on 1300 kc. Granted July 7.

KJAN Atlantic, Iowa—Nishna Valley Bcstg. Co. granted authority to sign on at 6 a.m. and sign off at 6:30 p.m. for period ending Aug. 31. Granted June 30; announced July 7.

WACR Columbus, Miss.—J. W. Furr granted CP to change from 250 w day to 1 kw day on 1050 kc. Granted July 7.

WKMT Kings Mountain, N. C.—Southern Radiocasting Co. granted CP to change from 500 w day to 1 kw day on 1220 kc. Granted July 7.

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See pages
87, 88 & 89

WCKM Martinsburg, Pa.—Kensinger & Meredith granted modification of CP to change location from Martinsburg to Roaring Springs. Granted July 7.

KRWC Forest Grove, Ore.—Irving V. Schmidtke granted CP to change from 250 w day to 1 kw day on 1570 kc. Granted July 7.

KDSX Denison, Tex.—KDSX Inc. granted application to change identification to Denison-Sherman, Tex. Granted July 7.

New Fm Stations . . .

ACTIONS BY FCC

San Diego, Calif.—KSON Bcstrs. granted CP for new Class B fm station on ch. 268 (101.5 mc); ERP 11 kw; antenna height above average terrain 16 ft. Granted July 7.

Cleveland, Ohio—Civic Bcstrs. Inc. granted CP for new Class B fm station on ch. 271 (102.1 mc); ERP 9.4 kw; antenna height above average terrain 120 ft. Granted July 7.

Existing Fm Stations . . .

ACTIONS BY FCC

WPRK (FM) Winter Park, Fla.—Rollins College granted CP to change ERP to 330 w; change studio and transmitter location to Rollins College Campus at Mills Library on Holt Ave. Granted July 1; announced July 7.

WMUB (FM) Oxford, Ohio—Miami U. granted CP to change transmitter and studio location to Harrison Hall, College Campus. Granted July 1; announced July 7.

Ownership Changes . . .

ACTIONS BY FCC

KBUC Corona, Calif.—Radio Bcstg. Inc. granted voluntary transfer of control to Henry Fritzen through sale of 70% interest for $12,117. Mr. Fritzen is president-70% owner KALI Pasadena, Calif., and owner of advertising agencies. Granted July 7.

KGB San Diego, Calif.—General Teleradio Inc. granted voluntary assignment of license to Marion R. Harris for basic rental of $27,500 per year with option to purchase. Mr. Harris is general manager KGB. Granted July 1.

KPIX (TV) San Francisco, Calif.—KPIX Inc. granted voluntary transfer of control to Westinghouse Electric Corp. through sale of all stock by Wesley I. Dumm, R. C. D. Bell, Franklin Dumm, Philip G. Laskey, George Hughes, and The Associated Bcstrs. Inc. (KFSO San Francisco). Associated Bcstrs., owned by Wesley Dumm, sells its 71% interest for 81,775 shares of Westinghouse common stock, par value of $12.50 per share. Remaining four stockholders sell their 29% interest for $435,000 and 24,536 shares of common stock. Stock and cash transaction has total value of about $7,664,141. Granted July 2.

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. granted involuntary transfer of control to Terese Lasser, executrix of the estate of J. K. Lasser (100%), deceased. Granted June 30, announced July 7.

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc. granted acquisition of positive control of ch. 12 permittee by James Robert Meachem through purchase of 150,000 shares of stock for WEAT-AM. Mr. Meachem formerly owned 20.36% interest and will now own 50.58%. Granted July 7.

WEAT Lake Worth, Fla. — James Robert Meachem granted voluntary assignment of license to WEAT-TV West Palm Beach, permittee of vhf ch. 12 there, for 150,000 shares, valued at $150,000, in the tv venture. Mr. Meachem agrees to assume $20,000 liabilities of WEAT-TV. Granted July 7.

WPIN St. Petersburg, Fla.—Fla. W. Coast Bcstrs. Inc. granted voluntary acquisition of control by Arthur Mundorff through retirement to the treasury of 275 shares of stock by John M. Phillips. Granted June 28; announced July 7.

WJPF Herrin, Ill.—Orville W. Lyerla granted voluntary assignment of license to Egyptian Bcstg. Co. "Voice of Egypt." No consideration involved as Mr. Lyerla retains 99.6% interest. Granted June 29; announced July 7.

KTAG-TV Lake Charles, La.—KTAG-TV Inc. granted transfer of control to Warren Berwick, Harold Knox and R. B. McCall Jr. through stock redistribution and debenture reapportionment. Granted July 2; announced July 7.

KGHL Billings, Mont.—Northwestern Industries Inc. granted voluntary assignment of license to Midland Empire Bcstg. Co. for $270,000. Principals include President **P. N. Fortin** (50%); Vice President-Treasurer **Warren J. Hancock** (25%), and **Kenneth L. Hancock** (24.8%); all are associated in oil and gas production. Granted July 7.

WIFM-AM-FM Elkin, N. C.—James B. Childress granted voluntary assignment of license to Tri-County Bcstg. Co. for $35,000. Principals include President **Harvey F. Laffoon** (⅓), publisher *Elkin Tribune*, Elkin, N. C.; Vice President **Ed M. Anderson** (⅓), president-majority stockholder WBBO-AM-FM Forest City, WPNF Brevard, and vice president-25% stockholder WBRM Marion, owner *Skyland Post*, West Jefferson, *Alleghany News*, Sparta, and *Transylvania Times*, Brevard, all in N. C.; and Secretary-Treasurer **W. P. Erwin** (⅓), president-general manager-50.25% owner WBRM. Granted July 7.

WHBQ-AM-TV Memphis, Tenn.—Harding College granted voluntary assignment of license to General Teleradio Inc. for $600,000 basic rent and $20,000 for first 136 months and $3,614 for next 44 months. This is contingent on grant of assignment of KGB San Diego. General Teleradio owns WNAC-AM-FM-TV Boston, Mass.; WEAM Providence, R. I.; WOR-AM-FM-TV New York; KHJ-AM-FM-TV Hollywood, Calif.; KFRC San Francisco, and 55% stockholder WGTH-AM-TV Hartford, Conn. Granted July 1.

WHAP Hopewell, Va.—Hopewell Bcstg. Co. granted voluntary transfer of control to Southern Va. Bcstg. Corp. through sale of all stock for $38,000. Southern Va. Bcstg. is licensee of WSVS-AM-FM Crewe, Va. Principals include President **C. S. Willis** (11%); Treasurer **E. M. Schaubach** (7.5%); **J. P. Quisenberry** (10.9%), and **W. L. Willis** (21.3%). Granted July 7.

APPLICATIONS

KXOC Chico, Calif.—KXOC Inc. seeks voluntary transfer of control to Broadmoor Bcstg. Corp. through sale of all stock for $150,000 and assumption of obligations for apppproximately $20,000. Principals include **Harold T. Gibney**, free lance radio-tv announcer and performer. Filed June 29.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. seeks transfer of control of permittee corporation to Harry W. McCart and Ashley L. Robison through sale by Frank W. Hurd of 37½% interest for $84,750. Messrs. McCart and Robison will now own 50% each. Filed June 28.

KISJ (TV) Pocatello, Idaho—Tribune Journal Co. seeks assignment of CP for ch. 6 to Eastern Idaho Bcstg. and Tv Co. (KWIK-AM-TV). There is oral agreement involving am equipment and other matters. KWIK will drop permit for its vhf ch. 10 facility. Principals include President **James M. Brady**; Vice President **Edwin F. McDermott** (8⅓%); Secretary-Treasurer **Frank C. Carman** (12½%); **Grant R. Wrathall** (12½%), and **J. Robb Brady Trust Co.** (41⅔%) Filed June 28.

KRCO Prineville, Ore.—Radio Central Oregon seeks voluntary acquisition of negative control by N. A. Miksche through sale of ⅓ interest by Lucile M. Kelly. Mr. Miksche will now own 50% interest. Filed July 1.

KTSA-AM-FM San Antonio, Tex.—Sunshine Bcstg. Co. seeks transfer of control to O. R. Mitchell Motors for $175,000. Mitchell Motors has Dodge-Plymouth dealership in Southwest. Principals include President **O. R. Mitchell** (88.7%); Vice President **I. R. Moore** (10.7%); Secretary-Treasurer **L. Rynning** (0.3%), and **Patricia Jean Mitchell** (0.3%). Sale is contingent on KGBS-AM-TV San Antonio transfer. Filed June 28.

KGBS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. seeks voluntary transfer of control to Express Publishing Co. through sale of all stock for $3.5 million. Express Pub. Co. publishes the *San Antonio Express*, and is owner of KTSA-AM-FM there. KTSA is being sold contingent on grant of this transfer. Principals include President **Frank G. Huntress Jr.** (18.1%), Vice President **Mrs. Carrie S. Frost** (11.4%); **Mrs. Millard Wood Hazzard** (14%); **Mrs Jane G. Dabney** (11.4%), and **George W. Brackenridge Estate** (33.3%). Filed June 28.

Hearing Cases . . .

INITIAL DECISION

Biloxi, Miss.—New tv, vhf ch. 13. FCC Hearing Examiner Harold L. Schilz issued initial decision looking toward grant of the application of Radio Associates Inc. for new tv station on ch. 13 in Biloxi, Miss. and denial of competing application of WLOX. Action July 7.

OTHER ACTIONS

Hartselle, Ala., Douglas, Atlanta, Ga.—FCC by memorandum opinion and order deleted issue No. 6 with reference to blanketing in the hearing designation order of Aug. 12, 1953; added 4 issues; made WMTS Murfreesboro, Tenn., a party, and denied petitions in other respects. Proceeding involves applications of Dorsey Eugene Newman to construct new station in Hartselle, Ala., to operate on 860 kc, 250 w, D; WERD Atlanta, Ga.,

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to increase power on same frequency from 1 kw, D, to 10 kw, D, DA; and WDMG Douglas, Ga., to increase power on same frequency from 1 kw, D, to 5 kw, D. Action July 1.

Broadcast Application Forms Revised—By order, the Commission revised the following broadcast application forms to bring them up-to-date and to clarify some of the questions asked therein: FCC Form 301—"Application for Authority to Construct a New Broadcast Station or to Make Changes in an Existing Broadcast Station"; FCC Form 303—"Application for Renewal of Broadcast Station License"; FCC Form 314—"Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License"; and FCC Form 315—"Application for Consent to Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License". Action July 1.

Indianapolis, Ind.—Vhf ch. 13 contest. FCC by memorandum opinion and order, denied petitions of WIBC Inc., and Indianapolis Bcstg. Inc., requesting enlargement of the issues to include the financial qualifications of Mid-West T.V. Corp.; by separate orders, denied a petition by Mid-West to enlarge the issues to determine the availability of proposed transmitter locations of Indianapolis and Crosley Bcstg. Corp., and proposed transmitter and studio locations of WIBC, and another petition by Mid-West requesting that Indianapolis and WIBC be required to elect which one of their applications should be prosecuted. Action July 1.

Muscogee Bcstg. Co., Columbus, Ga.; J. C. Henderson, Talbotton, Ga.; Georgia Ra-Tel Inc., Manchester, Ga.—FCC designated for consolidated hearing applications for new am stations to operate with 1 kw D, Muscogee and Henderson on 1580 kc and Georgia Ra-Tel on 1570 kc. Comr. Hennock absent. Action July 2.

WCMI Ashland, Ky., WSAL Logansport, Ind.—FCC by memorandum opinion and order dismissed, because they propose operations not provided for in the rules, applications of WCMI Ashland, Ky. (1340 kc, 250 w, U) to operate a synchronous amplifier in Huntington, W. Va. and of WSAL Logansport, Ind. (1230 kc, 250 w, U) to operate a synchronous amplifier and install main studio in Peru, Ind. Action July 1.

Central City, Ky.—FCC ordered that issues in the proceeding involving competing applications by Central City-Greenville Bcstg. Co. and Muhlenberg Bcstg. Co. for new am station on 1380 kc in Central City, Ky., may be enlarged by the examiner, on his own motion or on proper petition, to include a determination of financial qualifications. Action July 2.

Grand Rapids, Mich.—Uhf ch. 23 proceeding. FCC Comr. Robert E. Lee granted petition of Music Bcstg. Co. only insofar as it requests dismissal of its application for ch. 23, and said application was dismissed with prejudice. Retained in hearing application of Peninsular Bcstg. Co. Action July 2.

Muskegon, Mich.—Uhf ch. 35 protest. The Commission announced its decision of June 30, denying protest of Music Bcstg. Co., Grand Rapids, Mich., directed against the grant on Dec. 23, 1952 of the application of Versluis Radio and Television Inc., for new tv station in Muskegon, Mich. on ch. 35 with ERP of 269 kw visual, 137 kw aural, antenna 972 ft. and granted application for mod. of said CP to change power, etc., and confirmed the CP granted Dec. 23, 1952, as mod., with engineering conditions to be met prior to issuance of program test authorization. Action July 6.

WCBI Columbus, Miss.—FCC by order, granted petition of WCBI Columbus, Miss., to add a service determination issue in the proceeding in re WCBI's request to change facilities from 1340 kc, 250 w, U, to 550 kc, 1 kw-N, 5 kw-LS, U, DA. Action July 2.

St. Louis, Mo.—Vhf ch. 11 contest. FCC by memorandum opinions and orders, (1) denied motions by Columbia Bcstg. System Inc., and St. Louis Telecast Inc., to enlarge issues; (2) denied petitions by CBS and 220 Television Inc., for rejection of Broadcast House amendments; (3) denied petitions of CBS and 220 Television for enlargement of issues; and (4) granted petition of Broadcast House to add 307 (b) issue, but denied requests of CBS and 220 Television with respect to comparative coverage as set forth in their replies to Broadcast House.

By separate orders, (1) denied petition of St. Louis Amusement Co. to dismiss application of 220 Television; (2) denied petition of St. Louis Amusement Co. to dismiss the CBS application; and (3) denied motion of CBS to delete issues "1" and "2" and to add issues concerning financial and legal qualifications of St. Louis Telecast. Action July 2.

Buffalo, N. Y.—Vhf ch. 7 contest. By order, granted petitions of Great Lakes Television Inc. and Greater Erie Bcstg. Co. filed April 13 and 14, respectively, for enlargement of the issues in proceeding re ch. 7 at Buffalo, N. Y., to include a determination of the financial qualifications of WKBW-TV Inc. Action July 2.

Buffalo, N. Y.—Vhf ch. 7 contest. FCC by order, granted petition filed April 14, by WKBW-TV Inc., to the extent only of enlarging the issues in the proceeding for ch. 7 in Buffalo, N. Y., to include a determination of the financial qualifications of Greater Erie Bcstg. Co. Action July 1.

Latrobe, Pa.—By memorandum opinion and order, granted petitions by the Chief Broadcast Bureau and of Central Bcstg. Co. licensee of station WARD Johnstown, Pa., to amend the issues in re application of Latrobe Bcstrs., Latrobe, Pa., for new am station on 1480 kc, 500 w, D, and amended order of March 11, 1953, to include determination whether the proposed operation would involve objectionable interference with station WARD. Also ordered further hearing to commence August 2, and made WARD a party. Action July 2.

Memphis, Tenn. Vhf ch. 3 contest. FCC by memorandum opinion and order, denied Feb. 4, petition of WREC Bcstg. Service, applicant for tv ch. 3 at Memphis, Tenn., seeking to reverse a ruling of the examiner on matter to be relied on or, in the alternative, to enlarge issues with respect to technical qualifications of WMPS Inc. Action July 2.

Chattanooga, Tenn., Greenwood Bcstg. Co.; Murphy, N. C., Cherokee Bcstg. Co.—Designated for consolidated hearing applications for new am stations to operate on 600 kc, 1 kw, D. Comr. Hennock absent. Action July 7.

Milan, Tenn., West Tennessee Bcstg. Co.—FCC designated for hearing application for new am station to operate on 1150 kc, 500 w, D; made WGGH Marion, Ill., party to proceeding. Comr. Hennock absent. Action July 7.

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—FCC designated for hearing application to increase daytime power on 1010 kc from 1 kw to 5 kw (operates 500 w, N); made KRVN Lexington, Neb., and KIND Independence, Kan., parties to proceeding. Comr. Hennock absent. Action July 7.

Clarksburg, W. Va.—Vhf ch. 12 grant. The Commission announced its decision of June 30 making effective immediately grant made Feb. 17 to the Ohio Valley Bcstg. Co. of CP for new tv station on ch. 12 in Clarksburg, W. Va., which had been postponed on April 15, pending determination of a protest filed March 19 by Clarksburg Pub. Co. Oral argument was held on May 17. Action July 2.

Routine Roundup . . .

July 2 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Portland, Ore., Westinghouse Radio Stations Inc., Portland Tv Inc., North Pacific Tv Inc., Cascade Tv Co.—Granted petition of Portland Tv Inc. for extension of time to and including Aug. 12 within which to file exceptions to initial decision in re proceeding for ch. 8 (Dockets 9138 et al.).

Chief Broadcast Bureau—Granted petition for extension of time to and including July 6 within which to file exceptions to initial decision in re proceeding for ch. 8 (Dockets 10537-38), in Petersburg, Va.

By Hearing Examiner Harold L. Schilz

Chief Broadcast Bureau—Granted petition for consideration and accepted proposed partial findings filed on June 24 in proceeding re Radio Associates Inc. and WLOX for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

By Hearing Examiner Herbert Sharfman

Issued an Order which shall govern the course of hearing in re proceeding re Zenith Radio Corp. and WBBM-TV for ch. 2 in Chicago (Dockets 8917 et al.). Testimony will start Oct. 4.

By Hearing Examiner James D. Cunningham

Gave notice of a hearing conference to commence on July 19 in proceeding in re am applications of Dorsey Eugene Newman, Hartselle, Ala., et al. (Dockets 10638 et al.) (Action of 6/29).

Ordered that the time for filing and exchanging information in the proceeding re Matheson Radio Co., et al. for ch. 5 in Boston, Mass. (Dockets 8739 et al.), and for submitting points of reliance, is continued to a date which will be specified by subsequent order (Action of 6/24).

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—On request of applicant, postponed from July 1 to July 29 the date for taking oral testimony in re application for ch. 5 (Docket 10965).

By Hearing Examiner Elizabeth C. Smith

WCUE Akron, Ohio, Akron Bcstg. Corp.—On motion by applicant, continued from July 1 to July 22 the hearing in re (Docket 10851). At that time the taking of testimony will commence and all parties will be expected to be ready to proceed with expeditious presentation of evidence.

By Hearing Examiner H. Gifford Irion

Corpus Christi, Tex., Superior Television Inc.—Granted petition for extension of time within which to file rebuttal proposed findings in re proceeding for ch. 10 (Dockets 10556 et al.), and ordered that the final date for the filing of such rebuttal findings is extended from June 29 to July 27.

By Hearing Examiner Thomas H. Donahue

Wichita Falls, Tex., White Radio Co.; Lawton, Okla., Lawton Bcstg. Co., Progressive Bcstg. Co.—On the Examiner's own motion, continued hearing scheduled for July 9 to Aug. 6, in proceeding re am construction permits (Dockets 10719 et al.).

By Hearing Examiner J. B. Bond

Denied petition of Anthony Wayne Tv Corp., Toledo, Ohio, for indefinite postponement of dates for filing prehearing material in proceeding re ch. 11 (Dockets 11084 et al.); and ordered that the time for filing of information material specified in McFarland letters, be extended to and including July 15.

By Hearing Examiner Elizabeth C. Smith

Peoria, Ill., WMBD Inc., WIRL Tv Co.—Granted joint petition for corrections to the transcript in proceeding re ch. 8 (Dockets 10541-42).

July 6 Applications

ACCEPTED FOR FILING

Modification of License

WAMS Wilmington, Del., Wilmington Tri-State Bcstg. Co.—Mod. of license to change name of licensee to Rollins Bcstg. of Delaware Inc. (BML-1589).

KFRM Kansas City, Mo., WHB Bcstg. Co.—Mod. of license to change name of licensee to KMBC Bcstg. Co. (BML-1590).

KMBC Kansas City, Mo., WHB Bcstg. Co.—Mod. of license to change name of licensee to KMBC Bcstg. Co. (BML-1590).

License for CP

KCBH (FM) Beverly Hills, Calif., A. A. Crawford—License to cover CP (BPH-1841) as mod. which authorized new fm station (BLH-979).

WBUT-FM Butler, Pa., J. Patrick Beacom—License to cover CP (BPH-1898) which authorized new fm station (BLH-978).

WTVJ (TV) Miami, Fla., WTVJ Inc.—License to cover CP (BPCT-868) as mod. which auth. changes in facilities of existing tv station & to change studio location to 310 North Miami Ave., Miami, Fla. (BLCT-208 resubmitted).

Modification of CP

WHOA San Juan, P. R., Continental Bcstg. Corp.—Mod. of CP (BP-8559) as mod., which authorized new standard broadcast station, for extension of completion date (BMP-6567).

WTVQ (TV) Pittsburgh, Pa., Golden Triangle Tv Corp.—Mod. of CP (BPCT-1417) as mod., which auth. new tv station for extension completion date (BMPCT-2247).

(Continued on page 125)

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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
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SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
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Member AFCCE *

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE *

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Mississippi daytime indie wants manager with strong sales experience and managerial ability. No dreamers, drifters, artiste. Begin salary $85.00 week plus override and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 644D, B•T.

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Manager experienced in personnel. sales, all phases for small isolated, single market station. $400.00 monthly, plus percentage. Box 911D, B•T.

Practical man to be director of operations for both radio and tv for Mutual radio and NBC in midwestern city. Must be experienced in both fields. Box 948D, B•T.

Are you this man? Progressive, dependable, sales minded. and active manager for indie in market of 250,000. Must have good record and available soon. Letter and details to Box 954D, B•T.

Commercial manager for new Pontiac, Michigan, full-time radio station WPON. Must be able to assume complete responsibility. Send letter and photo. Give experience, references, income requirements. All replies held strictly confidential. No phone calls please. Interviews later. Address replies to Mr. O. W. Myers, Gerity Broadcasting Co., 2982 Treat Road, Adrian, Michigan.

Salesmen

A central Pennsylvania radio station with tv operation soon to begin, needs an aggressive, hard-hitting salesman who can become part of an organization that has plenty of broadcasting know-how. The man we want has the ability to handle top local accounts, develop "package sales" and give merchandising assistance to clients. Compensation is commensurate with ability to produce . . . the sky's the limit. Excellent list of basic accounts ready to turn over to the right man. Give full details in letter with photo. Box 814D, B•T.

Good combination salesman-sports announcer for Texas local. Will rate $100.00 per week salary. Box 926D, B•T.

Account executive. Radio, television station promotion work with foremost corporation in field. (Not phone pitch deal.) Steady year 'round work, immediate high earnings, unlimited opportunities for experienced salesman with own automobile and free to travel. Openings in southern, midwest and west coast territories. Box 931D, B•T.

Local sales director with proven productive record to supervise both radio and tv local sales on 5 kw Mutual radio and NBC-TV in midwest. Salary commensurate with experience and ability. Send full resume of experience, personal background, salary desired and photo. Personal interview will be granted. Box 946D, B•T.

Times salesman. Salary plus commission. Good market. ABC network. Texas. Box 956D, B•T.

Here is a fine opportunity for a good radio and television salesman in a rich midwestern market. Tv station has four network affiliations; radio has top network affiliation. Possibility for right man to work into sales manager position. Apply KELO-AM-TV, Sioux Falls, South Dakota.

Unlimited opportunity for good salesman who knows radio. Send full data including tape to KFRD, Rosenberg, Texas.

Help Wanted—(Cont'd)

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

An experienced salesman who is willing to work can locate in garden spot of South Carolina with an aggressive full-time station increasing power to 5 kw within 30 days. Position offers generous draw against 15% commission with large list of active accounts plus profit sharing, paid vacation, and ideal living conditions. If you earn $5,000 a year or more and want to improve yourself, contact WDIX, Orangeburg, South Carolina.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Salesman. Will pay straight salary and liberal annual bonus to the right family man. Write WFKY, Frankfort, Kentucky.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon. Michigan.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music records. Station in good market for this type of work. Box 920D, B•T.

Experienced announcer. Prefer 1st phone. Montana. Permanent. Good salary. Box 928D, B•T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B•T.

KOA-Radio wants top RFD to ride herd on station's extensive farm service programming. West or midwest agriculture background necessary. All replies confidential. Contact Jim Atkins, KOA, Denver.

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Announcer-salesman. Unusual opportunity for young, aggressive, personable man with good radio background. Ample air time, plus incentive sales program with five year old station. Paid vacations, medical benefits, etc. Resume to Valley Broadcasting Corp., P. O. Box 507, Holyoke, Mass.

Technical

Engineers and operators for tv and am station located in large midwest city. Please supply education, experience and snapshot. Reply Box 789D, B•T.

Chief engineer-announcer—proficient at both, 1 kw full-time independent. Salary open. Wire collect, Program Director, KGBC, Galveston, Texas.

Wanted transmitter operator with first phone license, preferably from the northwest. Car necessary. Contact John Gort, KOPR and KOPR-TV, Hotel Finlen, Butte, Montana.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

Help Wanted—(Cont'd)

Chief engineer-announcer. Permanent position, good future for right man. Must be sober, conscientious, dependable. 1 kw daytime, excellent facilities. Send audition tape, picture, qualifications. KVSA, McGehee, Arkansas.

Chief engineer opening. 5 kw daytime station. Best references required. Write or wire or call manager, WKIN, Kingspoint, Tennessee.

Exceptional opportunity for fully qualified engineer to assume position of chief engineer with five year old aggressive station about to build new plant and go remote control. Paid vacations, medical benefits, etc. Resume and references, Valley Broadcasting Corp., P. O. Box 507, Holyoke, Mass.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Copywriter—250 watter—90 miles from New York. Box 938D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B•T.

Music librarian—Experienced with transcriptions and records. Duties include programming recorded music for radio and television station. Starting salary $300-$350 per month. Give experience. Box 966D, B•T.

Girl with executive ability. Experienced in traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic dept. Starting salary $350-$400 per month. Give experience, include photo. Box 967D, B•T.

Program director for new Pontiac, Michigan, full-time radio station WPON. Must know competitive market programming. Send letter and photo. Give experience, references and income requirements. All replies held strictly confidential. No phone calls please. Interviews later. Address replies to Mr. O. W. Myers, Gerity Broadcasting Co., 2982 Treat Road, Adrian, Michigan.

Television

Help Wanted

WTVD, channel 11, Durham, starting commercial operation September 2, NBC basic and ABC needs experienced personnel for the following positions: Producer-directors, announcers, continuity writers, traffic, engineers. Send complete resume of experience, include salary requirements and personal qualifications with photo. Also state when available. Send to: Ernie Greup, Program Director, WTVD, P. O. Box 2009, Durham, North Carolina.

Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer

Wanted at once, experienced sportsman for tv sportscast. Am play-by-play. Contact Len Anderson, WKBH-WKBT, LaCrosse, Wisconsin. Live wire deal for the right man.

Production-Programming, Others

Film assistant—for expediting and general office detail work with television commercial film producer. General knowledge of film, opticals, etc., desired as well as capacity for hard work and attention to details. Excellent opportunity with progressive, well established organization. State age, experience, salary. Box 939D, B•T.

NBC-TV midwest station needs executive producer. Wonderful experience for right man with a growing organization. Send complete details, including experience, background, salary expected and photo. Box 947D, B•T.

Help Wanted—(Cont'd)

Tv program manager with experience, imagination and executive ability for growing uhf station. We want a perfectionist who [redacted] tion. Replies

Experienced radio tv salesman-announcer available on short notice. Box 921D, B•T.

Radio salesman. Immediate availability, radio-tv. Excellent references. Phone 9-1937, Greenwood, South Carolina.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Permanent Position wanted. Experienced announcer-salesman. Copy writing experience, assistant PD, newscasting and personality DJ. Box 745D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Ohio-Pa.-Mich. station attention. DJ—5 years experience available immediately. Smooth, professional delivery, proven audience builder. College grad, married. Experience, programming, promotion. Will come for personal interview. Phone collect Canton, Ohio, 6-8396 or write Box 824D, for tape, photo.

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

Experienced announcer, seeking security. Presently employed. Box 883D, B•T.

Sportscaster—Experienced all types play-by-play. Have first phone-combo experience. Want to concentrate on sports with engineering or announcing secondary. Box 884D, B•T.

Newswriter, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 899D, B•T.

Four years experience announcing, program director. Married, 25, college grad, NBC school, veteran. Need position offering advancement. Box 925D, B•T.

Sports director and/or commercial manager. Fully experienced all phases of both positions. Full details on request. Presently employed. Box 927D, B•T. Prefer north or west.

News, sports editor—experienced—some DJ and tv. Harvard. Good appearance. Now living Miami. Prefer Florida or south. Box 930D, B•T.

Announcer-first phone. Seeking position near New York City. BA degree, fully experienced staff man. Box 932D, B•T.

Disc jockey, newscaster, sportscaster. Outstanding, experienced in all three. Good voice. Married. Draft exempt. This is your opportunity for good announcer. Box 933D, B•T.

Top-notch hillbilly DJ—6 years. Can pitch. Draft exempt. Married, car, good references. Write copy, also news. Operate board—lazy, crazy, but sober. Box 935D, B•T.

Announcer, two years experience, all types programs. Tape on request. Box 936D, B•T.

Announcer—desires relocation in east. Now employed at 5000 watt am, fm, tv, in midwest. Will answer all replies. Box 941D, B•T.

Situations Wanted (Cont'd)

Sports director—network calibre all sports. Excellent recommendations. Eight years radio-television. News-special events. 1,500,000 market. Station failure. Box 944D, B•T.

Ambitious, creative, sober, steady. 2 years announcing experience. 5 years MC-stage production. Working knowledge tv. Desire any am-tv work leading to production. Box 952D, B•T.

Negro announcer, friendly voice, emphasis news, commercials, popular music, control board operation. Box 959D, B•T.

Announcer-engineer, 5 years experience. Disc, talent shows, football, baseball, sports direction. Northeast preferred. Family. Box 960D, B•T.

Congenial, sober, reliable. Age 30, 15 years experience. Specialize hillbilly, pops, news. $75 minimum. 969D, B•T.

Eight years in radio-tv as staff announcer and accordionist. Dee jay, news and continuity. As accordionist—any style music. Ambition. Married, age 32. Bob Barry, 303 Belmont Ct., Burlington, Iowa.

Recent graduate Midwestern School Radio Technique. Versatile, all office details; all phases of radio and tv. Announcing, salesman, copy-writer, continuity, DJ. No experience, willing to learn. Chicago area preferred. Carolyn Butler, 11827 S. Lowe Avenue, Chicago. Commodore 4-6739.

Announcer, veteran, college graduate, single, 26, will travel, three months experience. Bill McGrath, % Mosca, UL-3-0112, 403 E. 3rd Street, Brooklyn 18, N. Y.

Announcer, DJ. Experienced on 5 kw—interested in up and coming station. No clock watcher—music my specialty. Dave Millan, 14662 Wisconsin, Detroit 38, Michigan.

Here I am again—announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Negro, jive-spirituals, light experience, tape, references. Buddy "Hotshot" Redd, 107 Princeton, Hempstead, N. Y.

Technical

Supervising engineer—Am directional and non-directional, fm and tv transmtiter operating and maintenance, studio tv and audio maintenance, 8 years experience, employed, married, veteran. US and foreign service considered. Bov 918D, B•T.

Am engineer, xmtr, studio control, recording, presently employed. Permanent only. Box 942D, B•T.

Qualified chief engineer-top flight combo announcer 13 years experience, seeking similar-assignment California or southwest. Versatile. Precision smooth board operator experience as program director. Experienced complete station installation, unattended remote control, maintenance, directional systems. References. Available two weeks notice. Box 945D, B•T.

First phone and telegraph. Former marine operator willing to work hard to learn broadcast or television. Will relocate. Box 963D, B•T.

AF vet, radar mechanic, 1st phone, graduate, no experience, wages secondary, prefer east coast. Write Fred Jacobs, Goldsborough Apt. 386, Bayonne, N. J.

Production-Programming, Others

Program director: 10 years experience, 5 as program director. Family man, age 27. Desire position as program director or producer in metropolitan radio or tv station. Available August 1st. Box 865D, B•T.

Film editor, year experience. Young, vet, single, will travel. Box 872D, B•T.

Program-sports director: Hypo your profits economically! Salable programming, production, play-by-play sports. 7 years; $100 plus talent. Box 913D, B•T.

Sharp 1954 journalism graduate desires newsroom or general copywriting position. Can announce. Excellent recommendations. Married, veteran. Prefer west coast. Box 922D, B•T.

Situations Wanted (Cont'd)

Experienced newsman, staff announcer; sports know - how. Journalism degree — broadcasting school graduate. Good voice, veteran. Third ticket. Southern station preferred. Box 934D, B•T. Phone EMerson 2-0149, Washington, D. C.

South-southwestern stations. Fully experienced programming, staff and sports announcing. Interested good pay metropolitan announcing or small market programming, managerial. College education, family. Box 950D, B•T.

Program director-news director. 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desire change. Presently employed 1kw in midwest. Resume, tape, photo on request. Available 1, 2 week notice. Box 951D, B•T.

Television

Situations Wanted

Salesmen

Salesman: Eight years selling executives food and publication fields. Fordham evening college graduate. Majoring in English literature and television. Theatre experience backstage at Blackfriars and Sea Cliff Summer Theatre. Desires position combining sales and production. Single, 30, disabled veteran, own car. Will relocate anywhere. $75.00 per week, salary or draw. Available August 15, 1954. Box 916D, B•T.

Announcers

Consider this—9 years—radio, television, films, professional theatre—Age 28—Excellent appearance. Operate all tv, radio equipment. Past 14 months announcer on metropolitan tv station—California inclined. Prefer tv, settle for good radio job. Box 923D, B•T.

Experienced sportscaster, news editor, announcer, MC. 8 years. All play-by-play sports. Top air and camera salesman. Box 929D, B•T.

Technical

1st phone, recently returned from overseas, desires position with tv station. One year experience tv transmitter major network key station, also am and fm. Can announce if necessary. Prefer New England but will consider all locations. Box 914D, B•T.

Tv engineer, xmtr, camera, switcher, microwave relay. No vacation reliefs. Box 943D, B•T.

Production-Programming, Others

Young journalism graduate desires opportunity in television copy-service. Five years radio writing, sales, commercial managership background. Employed. Prefer temperate climate. Box 917D, B•T.

(Continued on next page)

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

". . . My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you.
When do we start?

Situations Wanted (Cont'd)

Assist manager in installation and operation of tv station. If you're looking for a stable, experienced program director of 39, who has set up tv equipment and production techniques that save money, hired help that's loyal and sharp, worked hand-in-glove with management and sales and also sold time, is congenial with no bad habits, has 16 consecutive years experience in finest stations, including 6 years announcing and directing for Mutual at WOR, and is proud of his references; then I would like to meet and talk with you. Not presently employed due to recent suspension of operations of the uhf station where I was employed as program director. All replies considered and kept confidential. Box 919D, B•T.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. **Box 846D, B•T.**

Newly established wired music company. City over 150,000. Unlimited potential for expansion. Everything for sale, including present accounts. Priced reasonably. Music Service, 15 E. York Street, Savannah, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Station available: Pennsylvania, Florida, Montana, California. State what you want and where you want it. May Brothers, Brokers, Binghamton, N. Y.

Daytime in suburb of Florida major market priced within 10% yearly billings at $43,850. One-fourth down. Paul H. Chapman, 84 Peachtree, Atlanta.

We have ten times as many applicants as we have stations. For quick action write for listing blank. May Brothers, Brokers, Binghamton, N. Y.

Equipment, etc.

General Electric 4-bay fm antenna, used on 98.7 mc. Unmounted, less pole. Also isocoupler and automatic dehydrator. All available at great sacrifice. **Box 901D, B•T.**

RCA 5 kw fm transmitter, Hewlett Packard frequency and modulation monitor, Andrew automatic dehydrator and Jones micromath. All in excellent condition and priced right. Box 910D, B•T.

400 feet coaxial cable—3⅛" Andrew high efficiency type 552-1 for vhf, and 4 right angle bends, 3, 45 degree bends for above. In original crates, never used, stored inside, immediate shipment F.O.B. Albany, New York. Make offer. Box 915D, B•T.

Two new RCA TTR-1B microwave transmitter and control units, never used, still in the original cartons, save $1,100.00 per unit. Box 924D, B•T.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Rust remote control 1 year old, completely rebuilt and made new, shipped direct from factory to you. 375' type 300 Wincharger tower, A-3 Fl. beacon and side lights, on ground in 20' sections; less insulator; includes all guys; fine for tv. New cost $5,700—yours $2,850. WDIA, Memphis, Tenn.

One RCA 44BX velocity microphone and two RCA universal pick-up arms, complete with heads and styli. Make offer. WFIN, Findlay, Ohio.

Western Electric console, type number 23C speech input equipment. Designed for two studios. WGNI, Wilmington, N. C.

Two Blaw-Knox 200' insulated self-supporting radio marine towers. 100 mile radius. Withstood 15 years Florida weather. City Hall, Lake Worth, Florida.

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Station daytime or full-time in town of 10,000 to 100,000. All cash. Box 858D, B•T.

Wanted to buy, lease, partial ownership small station in southeast. Replies held confidential. Box 940D, B•T.

Up to $1,000 a month guaranteed for lease on right station, eastern seaboard. Two honest, aggressive young men can develop full potential in your market. All replies confidential. Box 962D, B•T.

Local radio station in Florida. Principals only. Write T. L. Bennett, Box 413, Saratoga Springs, New York.

Equipment, etc.

Antenna tower, 350 to 450 feet, insulated. Must be in good condition and cheap. Box 855D, B•T.

General Radio frequency monitor or similar make. State condition. Age. Box 912D, B•T.

Will trade new Magnecord M80AC tape machine for fm 1kw xmtr or a 250 watt and accessories. Will trade new Magnecord PT63JAH tape machine for 250 watt fm xmtr. Box 937D, B•T.

Fm antenna with all cables and connections to transmitter. 4 bay or equivalent. GE, RCA, Collins, Andrew. Box 949D, B•T.

Need everything for new 100-250 watt am station. Cash for good used equipment. Box 953D, B•T.

One 2 speed, 78 and 33⅓, Q.R.K. transmitter turntable, equipped with arm (preferably a Grey) and base. Give price and full details first letter. KSEO, Durant, Oklahoma.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Used Gates CB-11 turntable without arm or cabinet. State motor condition. Ed Michalski, WTOR, Torrington, Connecticut.

Wanted used professional disc cutting equipment. State spec. and condition. Fidelity Sound Company, 1429 L Street N.W., Washington, D. C.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

WANTED

Rhythm and Blues

DISC JOCKEY

a Rockem-Sockem air-salesman

One of

America's Top Markets

MAJOR STATION

Act *fast* for this *big* opportunity

Send tape, photo and full particulars

to

Box 970D, B•T.

Television

Help Wanted

Salesmen

SALESMAN FOR UHF STATION

Established UHF station in Southeast, affiliated with two major networks, has opening immediately for aggressive salesman. $100.00 a week salary plus commission. Send complete background and references to Box 968D, B•T

WANTED AT ONCE!

Salesman who will hustle for TV sales in New TV Market, one of the Best. Great opportunity for the right man. Only Experienced men apply. Write or wire for interview to

WILLIAM FLYNN, COMMERCIAL MANAGER

WEEK-TV

1001 Commercial National Bank Building

Peoria, Illinois

Situations Wanted

Managerial

Radio-Television Program Executive Available

Leaving top network station for good reason. I have *reduced operating costs* appreciatively, *increased ratings*, introduced *new unique* programming techniques with *proven success*.

Thoroughly experienced, outstanding record, top references, sound.

Full story available to large station interested in progress and efficiency. Personal Interview possible.

Box 971D, B•T

For Sale

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

(Continued from page 120)

July 7 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 2

Remote Control

WFHR-FM Wisconsin Rapids, Wis., William F. Huffman Radio Inc.—Granted authority to operate transmitter by remote control.

Granted License

KRON-FM San Francisco, Calif., The Chronicle Pub. Co.—Granted license for fm broadcast station; ch. 243 (96.5 mc), 13 kw, U (BLH-975).

Mod. of CP

KLMR Lamar, Colo., The Southeast Colorado Bcstg. Co.—Granted Mod. of CP for extension of completion date to 1-19-55.

The following were granted Mod. of CP's for extension of completion dates as shown:

WOKE Oak Ridge, Tenn., to 9-28-54; KAUS Austin, Minn., to 10-5-54, conditions; WSAZ-TV Huntington, W. Va., to 2-1-55; WAAM Baltimore, Md., to 2-1-55, WHUM-TV Reading, Pa., to 2-1-55; KOB-TV Albuquerque, N. Mex., to 2-2-55.

Actions of July 1

Granted License

KCCT Corpus Christi, Tex., International Radio Co.—Granted license for am broadcast station; 1150 kc, 1 kw, DA, D (BL-5303).

Mod. of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WAPO-FM Chattanooga, Tenn., to 10-11-54; WHBT-FM Harriman, Tenn., to 10-24-54; WHAT-FM Philadelphia, Pa., to 11-30-54; WTVQ Pittsburgh, Pa., to 1-6-55.

Actions of June 30

Granted License

KFEL-TV Denver, Colo., Eugene P. O' Fallon Inc.—Granted license for commercial tv broadcast station (BLCT-156).

For Sale—(Cont'd)

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

HURRY!
45's are coming, stop slippage — wow. Order a pair of Luck Puck 2 way record controllers.
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Miscellaneous

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Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

Mod. of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WAWZ-FM Zarephath, N. J., to 7-28-54; WILK-TV Wilkes-Barre, Pa., to 1-25-55; WPBN-TV Traverse City, Mich., to 1-25-55; KTVI Nampa, Idaho, to 11-11-54; WBTW Florence, S. C., to 1-2-55.

Actions of June 29

Granted License

WNBW (TV) Washington, D. C., National Bcstg. Co.—Granted license covering changes in commercial tv broadcast station (BLCT-160).

WRHI-FM Rock Hill, S. C., York County Bcstg. Co.—Granted license covering changes in fm station; ch. 252 (98.3 mc); .650 kw, U (BLH-974).

Mod. of CP

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter location and change type transmitter; condition (BMP-6561).

The following were granted Mod. of CP's for extension of completion dates as shown:

KTVP Houston, Tex., to 1-1-55; WTVU Scranton, Pa., to 1-29-55.

Actions of June 28

WLWT (TV) Cincinnati, Ohio, Crosley Bcstg. Co.—Granted license covering changes in commercial tv broadcast station (BLCT-155).

KSTP-TV St. Paul, Minn., KSTP Inc.—Granted license covering changes in facilities of commercial tv broadcast station (BLCT-149).

KMTV Omaha, Neb., May Bcstg. Co.—Granted license covering changes in facilities of commercial tv broadcast station (BLCT-147).

KSD-TV St. Louis, Mo., The Pulitzer Pub. Co.—Granted license covering changes in commercial tv broadcast station (BLCT-144).

WDSU-TV New Orleans, La., WDSU Bcstg. Corp.—Granted license covering changes in commercial tv broadcast station (BLCT-148).

KAVR Apple Valley, Calif., Apple Valley Bcstg. Co.—Granted license for am broadcast station; 960 kc, 5 kw, D (BL-5327).

KIYI Shelby, Mont., Tri-County Radio Corp.—Granted license covering change in frequency; 1240 kc, 250 w, U (BL-5326).

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Granted license covering increase in power, change in transmitter location, installation of DA for D use and installation of new transmitter; 1380 kc, 5 kw, DA, D (BL-5268).

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—Granted license for am broadcast station; 910 kc, 1 kw, D (BL-5345).

KDBC Mansfield, La., De Soto Bcstg. Corp.—Granted license for am broadcast station; 1360 kc, 1 kw, D (BL-5342).

KPDQ Portland, Ore., John W. Davis.—Granted license covering installation of a new transmitter (BL-5334).

WNIX Springfield, Vt., Connecticut Valley Bcstg. Co.—Granted license for am broadcast station; 1480 kc, 1 kw, D (BL-5328).

KCIM Carroll, Iowa, Carroll Bcstg. Co.—Granted license covering changes in daytime DA pattern and change in studio location (BL-5305).

KANN Sinton, Tex., San Patricio Bcstg. Co.—Granted license for am broadcast station and specify studio location (BL-5315).

WTLS Tallassee, Ala., Tallassee Bcstg. Co.—Granted license for am broadcast station; 1300 kc, 1 kw, D (BL-5325).

WUSV Scranton, Pa., U. of Scranton—Granted license covering changes in noncommercial educational broadcast station; ch. 210 (89.9 mc), .010 kw, U (BLED-152).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KEYJ Jamestown, N. D.; WACB, Kittanning, Pa.

Mod. of License

WKNY Kingston, N. Y., J. K. C. Bcstg. Corp.—Granted Mod. of license to change name to Kingston Bcstg. Corp. (BML-1588).

Mod. of CP

WOTR Corry, Pa., Olivia T. Rennekamp—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6549).

WJIM Lansing, Mich., WJIM Inc.—Granted Mod. of CP for change in type transmitter, change studio location (BMP-6555).

The following were granted Mod. of CP's for extension of completion dates as shown:

WTVH-TV Peoria, Ill., to 12-11-54; WVEC Hampton, Va., to 12-4-54; WJHL-TV Johnson City, Tenn., to 1-28-55; WRBL-TV Columbus, Ga., to 1-2-55.

BROADCAST ACTIONS

The Commission en banc, by Comrs. Hyde (Chairman), Webster, Hennock, Bartley, Doerfer and Lee, took the following actions on July 7:

McFarland Letter

Providence, R. I., Nobscot Bcstg. Corp.—Is being advised that application for new Class B fm station to operate on 101.5 mc (ch. 268) involves questions which indicate necessity of a hearings (BPH-1941).

Newburgh, Ind., Southern Indiana Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Corrected previous hearing designation order of June 16 to add two issues—one relating to primary service and the other to comparative considerations (Dockets 11076-77). (Comr. Hennock absent.)

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

WAEB Allentown, Pa.; WARD-AM-FM Johnstown, Pa.; WAYZ Waynesboro, Pa.; WAZL Hazleton, Pa.; WBAX Wilkes-Barre, Pa.; WBPZ Lock Haven, Pa.; WBRE Wilkes-Barre, Pa.; WBVP Beaver Falls, Pa.; WCAE Pittsburgh, Pa.; WCDL Carbondale, Pa.; WCED DuBois, Pa.; WCHA-AM-FM, Chambersburg, Pa.; WCMB Harrisburg, Pa.; WCNR Bloomsburg, Pa.; WCOJ Coatesville, Pa.; WCRO Johnstown, Pa.; WCVI Connellsville, Pa.; WDEL-AM-FM, Wilmington, Del.; WDOV Dover, Del.; WEEU Reading, Pa.; WERC-AM-FM, Erie, Pa.; WESA Charleroi, Pa.; WESB Bradford, Pa.; WEST-AM-FM Easton, Pa.; WFBG Altoona, Pa.; WFLN (FM) Philadelphia, Pa.; WGAL-AM-FM Lancaster, Pa.; WGCB Red Lion, Pa.; WHAT Philadelphia, Pa.; WHGB Harrisburg, Pa.; WHJB Greensburg, Pa.; WHLM Bloomsburg, Pa.; WHOD Homestead, Pa.; WHUM Reading, Pa.; WHVR Hanover, Pa.; WHWL Nanticoke, Pa.; WHYL Carlisle, Pa.; WIBG-AM-FM Philadelphia, Pa.; WIP-AM-FM Philadelphia, Pa.; WJAC-AM-FM Johnstown, Pa.; WJAS Pittsburgh, Pa.; WJWL Georgetown, Del.; WKBO Harrisburg, Pa.; WKOK-AM-FM Sunbury, Pa.; WKSB Milford, Del.; WKST New Castle, Pa.; WKVA Lewistown, Pa.; WLBR-AM-FM Lebanon, Pa.; WLSH Lansford, Pa.; WPME Punxsutawney, Pa.; WDAS Philadelphia, Pa.; WMUR Manchester, N. H.; WTTN Watertown, Wis.; WLFH Little Falls, N. Y.

July 7 Applications

ACCEPTED FOR FILING

Mod. of CP

KFSA-TV Ft. Smith, Ark., Southwestern Radio and Television Co.—Mod. of CP (BPCT-1154) as mod. which authorized new tv station for extension completion date to 1-31-55 (BMPCT-2246).

WEAR-TV Pensacola, Fla., Gulfport Bcstg. Co.—CP to replace expired CP (BPCT-863) as mod. which authorized new tv station (BPCT-1876).

KIMA-TV Yakima, Wash., Cascade Bcstg. Co. Inc.—Mod. of CP (BPCT-1228) as mod. which authorized new tv station for extension completion date to 12-20-54 (BMPCT-2245).

KTHE (TV) Los Angeles, Calif., U. of Southern Calif., Allan Hancock—Mod. of CP (BPET-14) as mod. which authorized new non-commercial educational tv station for extension completion date to 9-28-54 (BMPET-41).

WTTW (TV) Chicago, Ill., Chicago Educational Television Assn.—Mod. of CP (BPET-38) which authorized new non-commercial educational tv station for extension completion date to 5-1-55 (BMPET-40).

WUOM-TV Ann Arbor, Mich., The Regents of the U. of Mich.—Mod. of CP (BPET-27) which authorized new non-commercial educational tv station for extension completion date to July 1956 (BMPET-39).

WFLW Hodgenville, Ky., V. R. Anderson—Mod. of CP (BP-8761) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6570).

Remote Control

WRBL Columbus, Ga.—Columbus Bcstg. Co. Inc.—(BRC-429).

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—(BRC-430).

License for CP

KNX-FM Hollywood, Calif., Columbia Bcstg. System—License to cover CP (BPH-1808) as mod. which authorized changes in licensed station (BLH-980).

WRBL-FM Columbus, Ga., Columbus Bcstg. Co.—License to cover CP (BPH-1888) as mod. which authorized changes in licensed station (BLH-982).

License for CP

WMBD-FM Peoria, Ill., WMBD Inc.—License to cover CP (BPH-1922) which authorized changes in licensed station (BLH-981).

WWOL-FM Buffalo, N. Y., Greater Erie Bcstg. Co.—License to cover CP (BPH-1177) as mod. which authorized new fm station (BLH-971).

Remote Control

WFHR-FM Wisconsin Rapids, Wis., William F. Huffman Radio Inc.—(BRCH-94).

Mod. of CP

KCTV Sioux City, Iowa, Great Plains Television Properties of Iowa Inc.—Mod. of CP (BPCT-1189) as mod. which authorized new tv station for extension completion date to 2-1-55 (BMPCT-2248).

WBAL-TV Balitimore, Md., The Hearst Corp.—Mod. of CP (BPCT-652) as mod. which authorized changes in facilities of existing station for extension completion date to 11-1-54 (BMPCT-2247).

WGBI-TV Scranton, Pa., Scranton Bcstrs. Inc.—Mod. of CP (BPCT-780) as mod. which authorized new tv station for extension completion date to Jan. 1955 (BMPCT-2249).

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction—Mod. of CP (BPET-2) which authorized new non-commercial educational tv station for extension of completion date to 3-1-55 (BMPET-38).

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Low channel—channel 2
Maximum power—100,000 watts
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Atlanta television outlet...
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TELESTATUS

July 12, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 219,454
Decatur†—
WMSL-TV (23) Walker; 12/26/52-7/15/54 (granted STA July 2)
Dothan†—
Ala-Fla-Ga Tv Inc. (9) 7/2/54-Unknown
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 31,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,300
►KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 24,916
►KVOA-TV (4) ABC, NBC; Raymer; 24,916
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 121,354
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
►KBID-TV (53) Meeker; 92,052
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starters

The following tv stations are the newest to have started regular programming:

WDBO-TV Orlando, Fla. (ch. 6), July 1.

WISH-TV Indianapolis, Ind. (ch. 8), July 1.

KGVO-TV Missoula, Mont. (ch. 13), July 1.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 457,863
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 220,778
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/1/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
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Dallas
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TELEVISION MARKET
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with
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100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100 mile area . . .
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DALLAS-FORT WORTH
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AVOID COSTLY DUPLICATION

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Decatur, Illinois

Ch. 17

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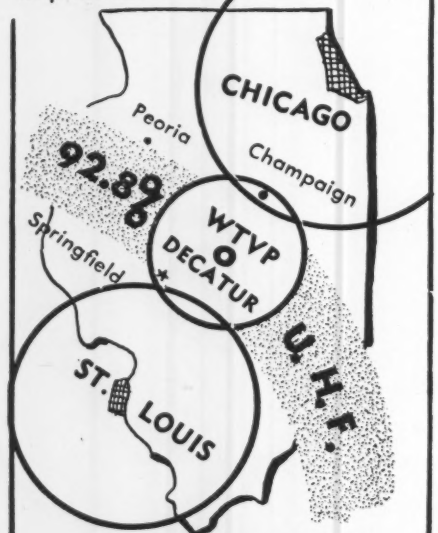

WTVP

DECATUR, ILLINOIS

ABC-DuMONT

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FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 62,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54
(granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC, DuM; Crosley Sls.; 391,347
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 200,000
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) CBS; Katz; 475,000
► WISH-TV (8) CBS; Bolling

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
► WRAY-TV (52) McGillvra; 59,600

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 109,630

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/15/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 90,932

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 53,161
Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 140,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54
Portland—
►WCSH-TV (6) NBC; Weed; 110,890
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
►WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 122,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 136,000
►WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 51,150

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,420,500
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 45,000
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
►KDAL-TV (3) NBC; Avery-Knodel; 56,500
►WDSM-TV (6). See Superior, Wis.
►WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
►WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
►KROC-TV (10) NBC; Meeker; 70,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 456,100
►WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
►WCOC-TV (30) 32,500
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (13), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

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87, 88 & 89

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Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 115,998
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) CBS; 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/15/54 (granted STA July 1)

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 15,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, NBC, ABC, DuM; Headley-Reed; 6,500

Missoula†—
► KGVO-TV (13) CBS; Gill-Perna

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 7/2/54-Unknown

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 283,229
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 407,023. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/1/54

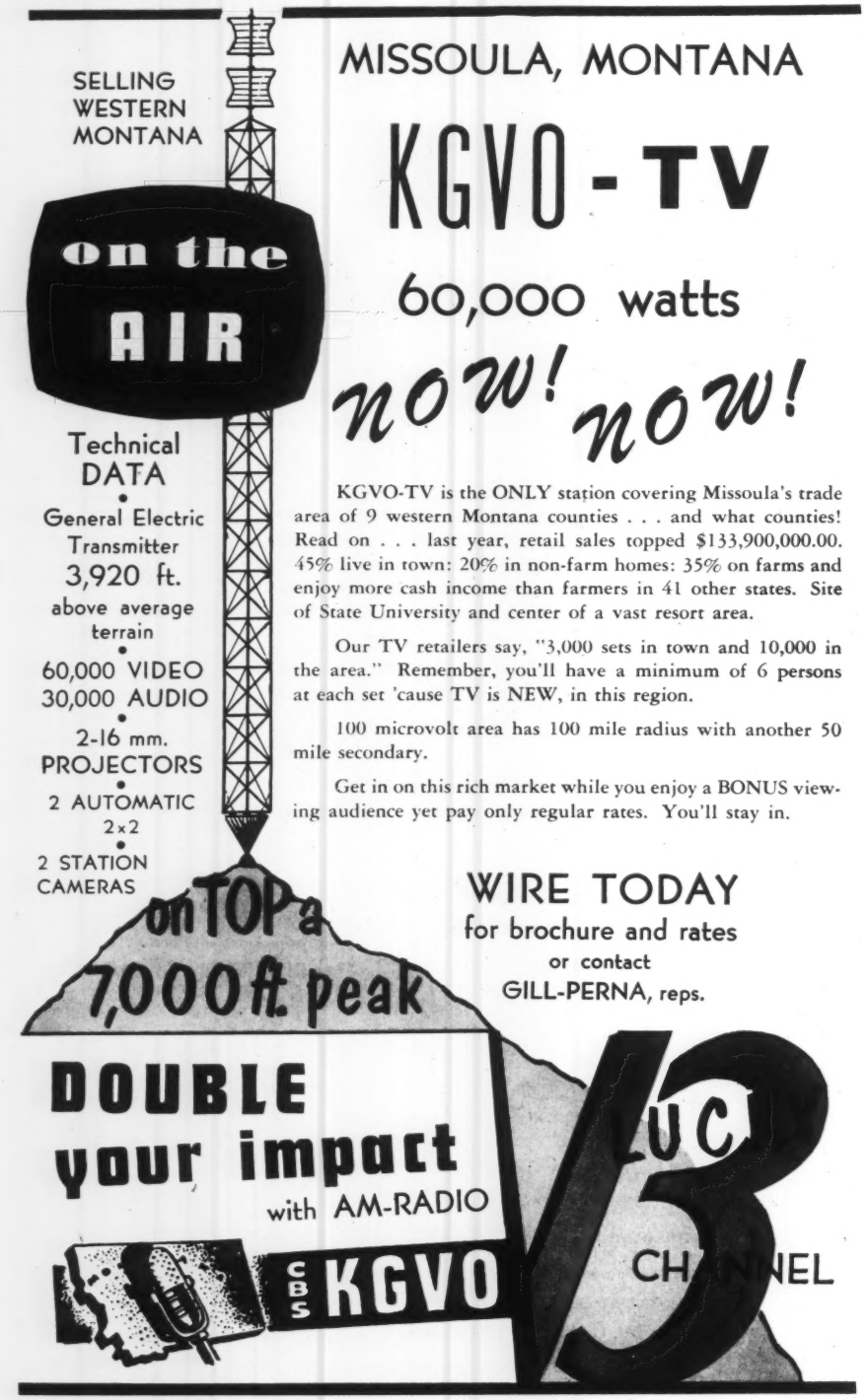
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown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Rochester—
WCBF-TV (15), 6/10/53-Unknown
►WHAM-TV (6) ABC, NBC; Hollingbery; 230,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
►WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 301,650
►WTRI (35) CBS; Headley-Reed; 85,050

Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
►WSYR-TV (3) NBC; Headley-Reed; 345,855

Utica—
WFRB (19), 7/1/53-Unknown
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222

Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184

Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879

Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410

Wilmington†—
►WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 213,267
►WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-7/18/54

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 148,710

Ashtabula†—
►WICA-TV (15) 20,000

HEART-HITTING!

ZIV'S SUNNY FUNNY FAMILY
See pages
87, 88 & 89

Cincinnati—
*WCET (*48) 12/2/53-7/19/54*
►WCPO-TV (9) ABC, DuM; Branham; 525,000
►WKRC-TV (12) CBS; Katz; 525,000
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,035,503
►WNBK (3) NBC; NBC Spot Sls.; 883,980
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
►WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
►WLOK-TV (73) ABC, CBS, NBC, DuM; H-R; 59,166

Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382

Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 115,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838

Zanesville—
►WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 175,632

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/15/54 (granted STA June 25)

Lawton†—
►KSWO-TV (7) DuM; Everett-McKinney; 48,185

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) Avery-Knodel; 4/7/54-Unknown

Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC, NBC; H-R; 113,208
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*

Tulsa—
►KCEB (23) NBC, DuM; Bolling; 80,000
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) Initial Decision 6/8/54

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000

Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600

Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 177,383
Oregon Tv Inc. (12), Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
►WLEV-TV (51) NBC; Meeker, 74,803

Chambersburg†—
►WCHA-TV (46) CBS, DuM; Forjoe; 20,000

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS; Avery-Knodel; 20,404
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

OKLAHOMA CITY'S TOP WOMEN'S SHOWS

ARE ON KWTV

ACCORDING TO MAY TELEPULSE

Matinee Theater
3:00-4:30 Mon. thru Fri.
13.8

Brooke Loring At Home
1:45-2:00 Mon. thru Fri.
9.4

Another Look With Vivian Batten
10:45-11:00 Mon. thru Fri.
8.4

CBS
KWTV-9
OKLAHOMA CITY
Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.
EDGAR T. BELL, Exec. Vice President
FRED L. VANCE, Sales Manager

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 297,652
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 154,000
► WGBI-TV (22) CBS; Blair; 160,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 160,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,700
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 55,750
► WIS-TV (10) NBC; Free & Peters; 105,258
► WNOK-TV (67) CBS, DuM; Raymer; 53,454
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 77,468

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 74,700
Memphis—
► WHBQ-TV (13) CBS; Blair; 283,350
► WMCT (5) ABC, NBC, DuM; Branham; 283,350
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,217
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 51,069
► KGNC-TV (4) NBC, DuM; Katz; 51,069
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 72,161
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53
Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54
Corpus Christi†—
► KVDO-TV (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 390,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,300
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 35,327
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 23,084
Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 56,026
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 34,500
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 198,371
► WOAI-TV (4) NBC; Petry; 198,371
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 34,727
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

in Midland-Odessa, Texas it's 2 for the money.....!

This man is a worker in the world's largest, richest oilfield. He represents wealth and stability you can count on for years to come. Living atop a 40-year reserve of crude oil still underground in an area where the per-family effective buying income is $1,339.00 above the national average, he likes what he's doing and he's staying put. He lives well, spends well. He and his rich friends have bought more than 35,000 sets just to watch KMID-TV—the only station they can watch . . .

. . . and KMID-TV programs the best from all four television networks, plus some 75 syndicated film features per week!

Every night is a big night on KMID-TV! In West Texas television, it's "2" for the money!

America's Miracle Market **KMID TV** *Channel 2 Midland-Odessa, Texas*

Venard, Rintoul & McConnell
National Representatives

Clarke-Browne Co., Dallas
Southwestern Representatives

S. A. Grayson
General Manager

VIRGINIA

Danville†—
►WBTM-TV (24) ABC; Gill-Perna; 21,500
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 319,564
►WTOV-TV (27) ABC, DuM; Forjoe; 105,200
►WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 455,154
Roanoke—
►WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
►KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
►KING-TV (5) ABC; Blair; 354,800
►KOMO-TV (4) NBC; Hollingbery; 354,800
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) ABC, NBC; Katz; 75,757
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,514
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
►KMO-TV (3) Branham; 351,100
►KTNT-TV (11) CBS, DuM; Weed; 354,800
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,975

WEST VIRGINIA

Charleston†—
►WKNA-TV (49) ABC; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
►WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 50,000
►WMTV (33) ABC, NBC, DuM; Meeker; 54,000
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-8/1/54
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 365,750
►WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
WTVW (12) 6/11/54-Unknown
Neenah†—
►WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
►KDAL-TV (3). See Duluth, Minn.
►WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau—
WOSA-TV (16) Rambeau; 2/10/54-Unknown
WSAU-TV (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
►KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 9,000
►KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 57,000
►KONA (11) NBC; NBC Spot Sls.; 58,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
►CHCH-TV (10)
Kitchener†—
►CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy; 50,000
London†—
►CFPL-TV (10) CBS; 35,000
Montreal—
►CBFT (2) 201,433
►CBMT (6) 201,433
Ottawa—
►CBOT (4) 10,100
St. John, N. B.—
►CHSJ-TV (4) CBS
Sudbury†—
►CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,326
7,326
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2) CBS
Windsor—(Detroit, Mich.)
►CKLW-TV (9) Young
Winnipeg†—
►CBWT

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 385; total cities with stations on air: 257. Both **totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets** that are operating. Total sets in use 31,078,719.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

BIG
IN POWER...
Operating with 316,000 watts, Channel 7, the most powerful TV station in W. Va., southwestern Penn. and eastern Ohio.

BIG
IN PROMOTION...
Winner of 1st prize for the best promotion of The Big Story and 1 of top 12 prizes for best promotion of the Bob Hope Show. WTRF-TV program schedules are published regularly in more than 50 newspapers, including 3 daily and 2 Sunday Pittsburgh newspapers. Complete promotion cooperation given all clients.

the BIG tv station in the Wheeling market is
WTRF-TV

BIG
IN LISTENER PREFERENCE
Latest Telepulse survey in 6 counties adjacent to Wheeling gives WTRF-TV 1st 25 of 25 most popular one-a-week shows and 1st 15 of 15 most popular multi-weekly shows—plus an audience preference in every time category.

No doubt about it—
the BIG TV station in the rich important Wheeling and eastern Ohio market is
WTRF-TV
NBC Primary • ABC Supplementary
represented by Hollingbery
Robert Ferguson, V. P. & Gen. Mgr.
PHONE WHEELING 1177
Radio Affiliates WTRF & WTRF-FM

editorials

Network Bedrock

AFTER MONTHS of languid talk that invariably wound up in a "rate adjustment" downward, something is going to be done about the basic problems of network structure and affiliate-network relationships.

NBC's radio affiliates, through a "study committee" to be named, will initiate an inquiry into the future of network radio, and whether networks, as presently constituted, can survive in the new concepts of today's advertising. The affiliates, at their own expense, will retain an expert in the economics of advertising, functioning under the study committee.

This is the first real effort to solve a problem that has been crying for solution since the first network rate cut three years ago. It was obvious then that the problem was more fundamental than the going price of radio network time.

Without question, other networks will be disposed to follow the NBC affiliates' action, since the problem is not peculiar to NBC. CBS Radio Affiliates Board meets some time prior to Aug. 24, and the question of network structure is on its agenda.

We haven't the slightest notion what the NBC basic study will yield. But we do know that it behooves networks and affiliates alike to determine where they will be next year and five years from now. The equation is how to maintain good programming with a compensatory return to the advertiser, and a reasonable profit for the network and its affiliated stations.

This is a study that must start from scratch. It requires the cooperation of the network to determine whether the costs for the services it renders are reasonable. And it entails the cooperation of affiliates to the same degree.

Thanksgiving on July 4th

TANGIBLE and rewarding evidence of the ability of radio and television to arouse the public to beneficial action is contained in the traffic fatality statistics of the Fourth of July weekend. President Eisenhower and the National Safety Council gave the broadcast media credit for great assistance in keeping the weekend toll far below the anticipated level.

But however gratifying the record of the Fourth of July, 1954, it stands as a challenge to be beaten. Not only on special holidays, when traffic is exceptionally heavy, but also day after day the need for constant education of the motoring public is evident.

At times the job of reminding people to save their own lives seems tedious if not unnecessary. But the truth is that only by making them fully aware of the risks of reckless driving can there be any hope for real reduction in the senseless casualty rate of the U. S. road.

Radio and television, working as they have with The Advertising Council, have a chance to do a public service of lasting benefit by continuing the work which began to show measurable progress on the weekend of the Fourth of July.

Lights On!

TELECASTERS are indebted to a newspaperman for neatly summing up the case for unrestricted tv access to news events. Here are some quotes worth remembering from a column by Roscoe Drummond, chief Washington correspondent of the *New York Herald-Tribune:*

"I notice that one Congressman is proposing that televising of Congressional hearings be banned. In other words, bar from the hearing room the only jury likely to bring in a useful verdict!

"The miasma which has produced this investigation [of the McCarthy-Army controversy] will never be eliminated by turning out the lights. It will only be removed by keeping all the lights on. . . . These hearings have put all of Congress on trial at a very opportune time—on the eve of the Congressional elections."

As we have said repeatedly, it is not television which makes circuses out of Congressional hearings; it is the performers themselves.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Say! How would a ban on advertising alcoholic beverages over the air affect us?"

The New Petrillo?

JAMES CAESAR PETRILLO, who by habit has always made the broadcaster the villain of the piece, might now be a station owner himself, judging from what he told his American Federation of Muscians at the union's recent convention in Milwaukee.

In a startling reversal of form, the AFM chief—who 20 years ago demanded standbys for a 125-piece high school band which a Chicago station wanted to put on the air for a homecoming broadcast—advised his members that demand for standbys doesn't make sense. With what we consider extremely sound logic, he also told them to try to work out compromise agreements with employers and avoid strikes as much as possible.

There were many other developments at the convention, such as clear signs that the AFM will continue to fight for repeal of the Taft-Hartley and Lea acts. It is obvious, too, that many of Mr. Petrillo's admonitions are self-serving. The warning against demands for standbys, for example, showed acknowledgement of the fact that the standby principle has hurt, not helped, employment of traveling bands.

Whatever the motivation, however, we find Mr. Petrillo's expression of new views encouraging. His attitude as expressed at Milwaukee could, if pursued, lead to a far more satisfactory relationship between AFM and broadcast management than has existed in the past, to the advantage of both the union and the broadcasters.

So far it does not appear that there is a gimmick in Mr. Petrillo's new act. Twenty years of experience, however, have shown that broadcasters cannot be complacent about him. Perhaps in this case he really intends to follow a policy of moderation, but it will take time for him to prove it.

Mr. Jones Went to Town

IN THIS issue is the concluding instalment of Duane Jones's story of package goods advertising. B•T does not ordinarily carry serialized articles, but the editors felt that this one deserved the space. Now that the series is completed, that conviction is reaffirmed.

Mr. Jones's articles have encompassed the whole range of package goods advertising, and hence they constitute a basic reference source for anyone working in that field. Of more specific application, however, they are, in essence, a radio success story.

"Ads, Women and Boxtops" has clearly demonstrated the enormous capacity of radio to deliver persuasive messages at low cost to big audiences. To our knowledge, the importance of radio in the competitive trade of package goods distribution has never been more clearly shown.

WNEM-TV CHANNEL 5 MICHIGAN

is $ELLEVISION

Active

MERCHANDISING
SALES PROMOTION
PUBLICITY

Proof Positive

After only four months on the air WNEM-TV received official notification that CHANNEL 5, WNEM-TV has received the National Award from the AVCO Manufacturing Corporation in conjunction with the National Broadcasting Company for the most outstanding promotion and merchandising of all stations in the NBC Television Network. This award is for outstanding promotion and merchandising for the NBC Television Network Program, "Hit Parade" which is sponsored by the AVCO Manufacturing Company for Crosley Products. — Here's the know-how to make *your* sales zoom with WNEM-TV paid newspaper ads, paid radio promos, TV promos, and floor, counter, and window displays at the Point-of-Sale.

SET COUNT - 205,160 POPULATION 1,000,000

CHANNEL 5

WNEM-TV
NBC - DUMONT

Serving SAGINAW
BAY CITY - MIDLAND
FLINT *and all of*
Northeastern Michigan

HEADLEY-REED, NEW YORK, CHICAGO ★ MICHIGAN SPOT SALES, DETROIT

JOHN H. BONE, General Manager